

Vogue

INCORPORATING VANITY FAIR



World's Fair
May 1, 1939
Price 35 cents

Benetton



WYNN RICHARDS

Happy is the Bride who can start her housekeeping with Wamsutta Supercalé. She knows she has the loveliest sheets and pillow cases that money can buy . . . the acknowledged "Finest of Cottons." Then, with the years, she finds out for herself how true it is that they are just as economical as they are beautiful. She proves to her own satisfaction that, being

lighter, Wamsutta Supercalé actually saves its original difference in price by costing less to launder than ordinary sheets.

Whether you are a bride or not you will be interested in "A Guide for the Bride" . . . a new booklet to help you decide how many sheets and pillow cases you should have for almost any size of home. Address request to Dept. V, WAMSUTTA MILLS, New Bedford, Mass.

WAMSUTTA
Supercalé Sheets
REG. U. S. PAT. OFF.



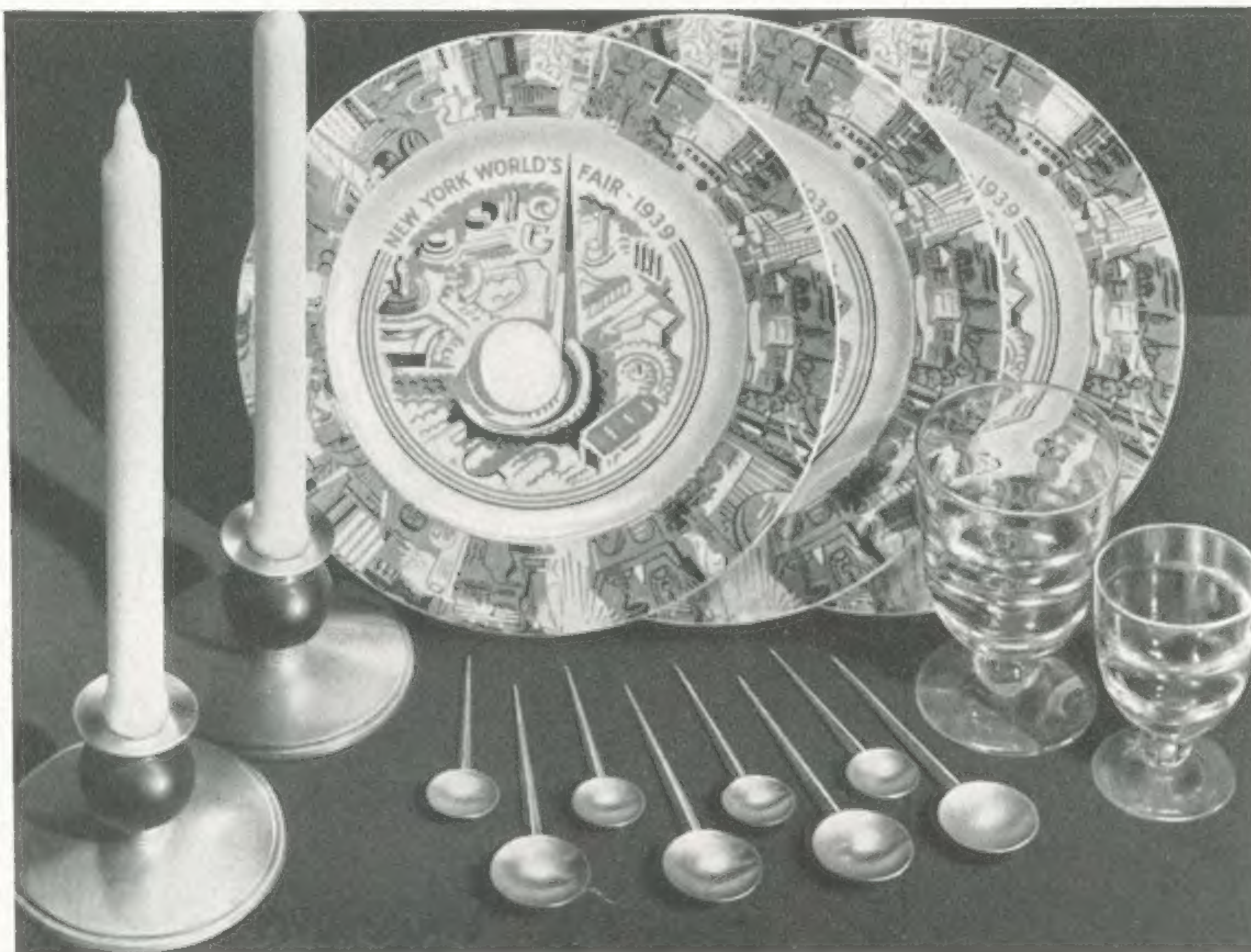
STERLING SILVER CIGARETTE CASE
WITH GOLD JEWELLED ORNAMENT \$150.
GOLD, SAPPHIRE AND DIAMOND WRIST WATCH 240.
PRECIOUS TOPAZ RING 635.
GOLD NECKLACE WITH REMOVABLE CLIP
SET WITH DIAMONDS AND RUBIES 750.
STAR SAPPHIRE AND DIAMOND CLIP 3225.

TIFFANY & Co.

WELCOME VISITORS TO
THEIR EXHIBIT AT THE
HOUSE OF JEWELS, WORLD'S FAIR
AND TO THEIR STORE AT
FIFTH AVENUE & 37TH STREET
NEW YORK

STERLING SILVER AND BLUE ENAMEL
CANDLESTICKS, EACH \$32.
TWELVE GLASS GOBLETs 28.
TWELVE CLARET GLASSES 27.

SOUVENIRS OF NEW YORK WORLD'S FAIR 1939
SIX ENGLISH EARTHENWARE PLATES 6.
STERLING SILVER COFFEE SPOONS, EACH 2⁵⁰
STERLING SILVER TEA SPOONS, EACH 3²⁵



THE COLD
SPARKLING SHADE
OF EVERGREEN
FOREST DEVELOPS
FROMM FURS
THAT ARE DENSE
SILKY, LUXURIOUS,
WITH CLEAR SILVER
COVERING THE
ENTIRE BODY



....and so you learned
a shining new adjective—
Bright with Silver

Some years ago, you began hearing about a new and amazingly lovely strain in foxes. Pedigreed Fromm breeding... experienced Fromm care... the sparkling, cold shade of Fromm evergreen forests... had produced a fur with a magical depth and spread of silver. Pure, clear... without rust or tinge. Thick, deep, silky past your fondest dreams. And so you learned a shining, new adjective, and *bright-with-silver* became a fashion classic. You learned, too, how to identify *bright-with-silver* fox—by looking at the leather side of each pelt in your coat or scarf for the Fromm trademark stamped there with the year and pedigree number. Wherever you buy Fromm Fox, you ask for the 1939 medallions that bear the pedigree numbers of your pelts, for you know that these medallions are exchanged for your foxes' pedigree certificates when you mail them to Fromm Bros., Inc., Hamburg, Wis.

FROMM

Bright with Silver Pedigreed **FOXES**





Above: left to right

Below: left to right

1. **ALICE MARBLE** designs an authentic tennis outfit. Sizes 14 to 20 in a white cotton knit shirt, 1.95. White terry cloth cardigan, 2.95. White cotton gabardine shorts. 2.95
2. **MADS OF HOLLYWOOD** swim suit in figure-flattering candy stripes. Red-and-white or navy-and-white rayon satin woven with "Lastex". Sizes 14 to 20 9.95
3. **PASTEL COTTON GABARDINE** . . a Florida success . . in sturdy, washable overalls. Note their new "gob" length. Sizes 14 to 20 in peach or heaven blue, 3.95. Tri-color cotton knit shirt in colors to blend 1.95
4. **SHINING WHITE** rayon sharkskin . . washable, cool, perfect for Summer play in these nicely tailored shirt and shorts. Sizes 12 to 20 3.95 each
5. **COTTON HOPSACKING** . . cool, sturdy, and washable, in an ideal play outfit. Sizes 14 to 20 in oyster white, stone blue, yellow, or light blue. Shirt with zipper closing, 1.95. Slacks, 1.95. Shorts (not pictured) 1.95
6. **TOWN TRIUMPH** after Molyneux in "Arctica" a cool, washable, and crush-resistant spun rayon. Red or raspberry bolero with white blouse and navy skirt. Black jacket and skirt with white or chartreuse blouse. Navy with white. Sizes 12 to 18. 19.95
7. **TRIM WASHABLE** that's smart enough for hot days in town or at the World's Fair. Sizes 12 to 20 in a pretty rayon print with gray, pink, aqua, or yellow predominating. 7.95
8. **THE FAMOUS AMERICAN GOLFER** in a new one-piece version. Plaid or striped easy-to-laundry seersucker in brown, rust, blue, green, or red. Sizes 12 to 20 . . . 6.50

BEST'S SUCCESSES
for summer fun

Mail orders filled

Best & Co.

Fifth Avenue, New York





Duchess of York

This is the tale of the first Duchess of York. Almost legend, now, after four hundred years . . . like an old tapestry whose colours are still clear. »» Two princesses of Spain, Isabella and her sister, are riding on white palfreys down a poplar-lined lane in France. Fleeing the murderer of their father, King of Castile. Exiles, without plan or hope, riding in double silence. Their lovely, chiselled faces beneath their pointed coifs are tearless, frozen . . . as they ride through the misty morning. »» Suddenly there are sharp hoof-flicks on the cobblestones ahead. Immediately, shredding the mists, two horsemen are before them . . . like princes in a fairy tale. Their black chargers curvetting and prancing and striking sparks with their impatient hoofs. »» It is a fairy-tale indeed . . . for these are princes. Edmund Langley, Duke of York, and his brother, John. Come to France to search out the two homeless princesses and fetch them to England. »» This is the end of the story . . . or its beginning. For the two brothers married the two sisters and Isabella of Castile became England's first Duchess of York.

*

*

*

Prince Matchabelli, prince and perfumer, reading again this old, old tale, felt the loneliness, the gentle sweetness of the duchess and brewed in her memory the tenderest perfume of our day . . . of lilacs and young love . . . *Duchess of York.*

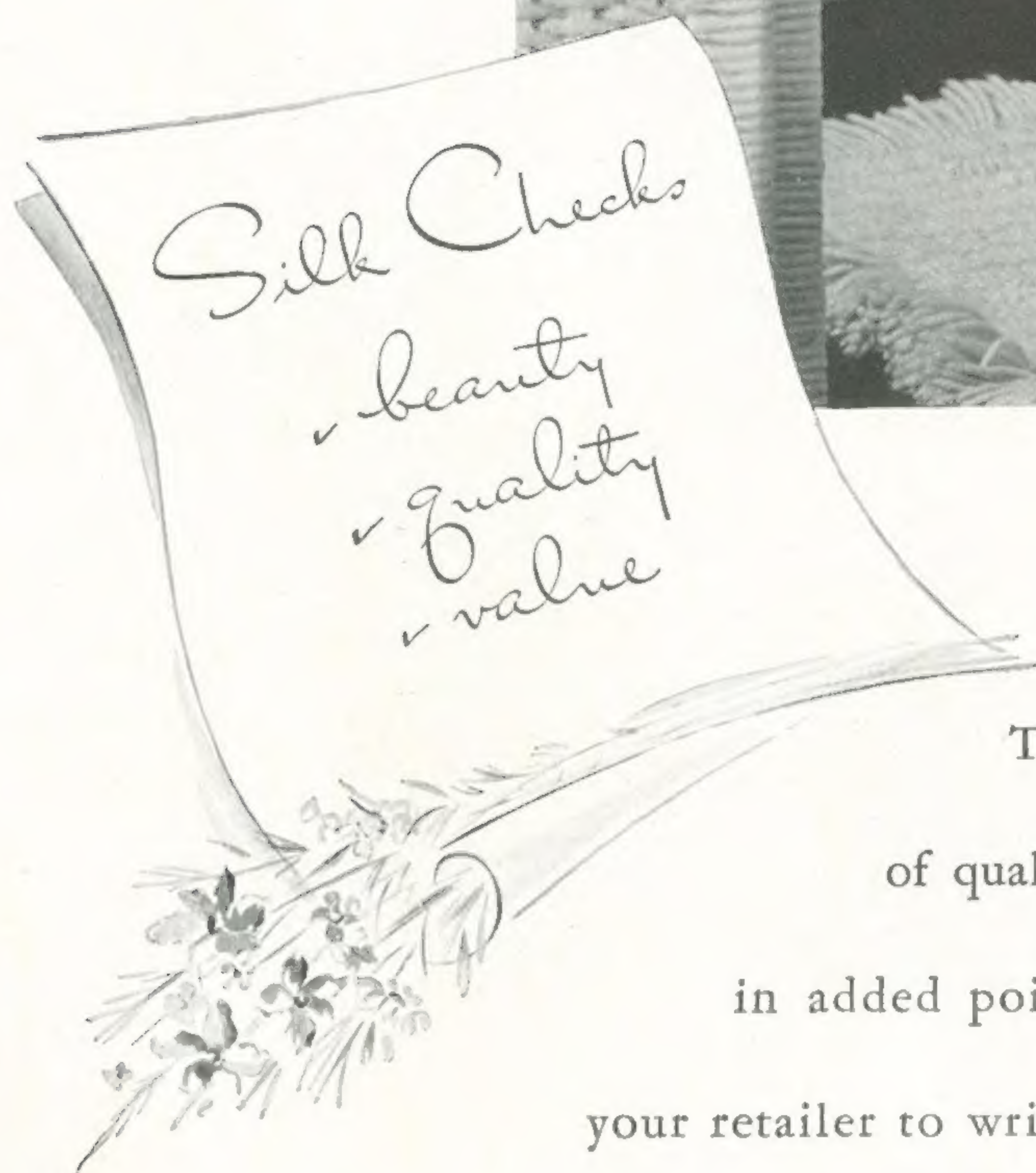
PRINCE MATCHABELLI

TONI FRISSELL



Rich white jersey original **BERGDORF GOODMAN**
ON THE PLAZA • NEW YORK
5TH AVENUE AT 58TH STREET

Shepherd's check printed silk chiffon dress and coat. Cuffs and collar of rayon and silk velvet.



There is more than satisfying service in a costume made of quality silk. There is a sensuous satisfaction that is expressed in added poise, added grace and added clothes enjoyment. Ask your retailer to write *silk* on your sales check. He will be glad to do it.

GEORGE PLATT LYNES



**Henri
Bendel**
10 WEST 57
NEW YORK

*F*airest of the Fair . . . printed silk skirt with silk jersey top . . . one
of our beautiful fashions designed for enjoying life to the full this
Fair Summer. From our Immediate Wear Collection of originals.

Many, many months ago—utterly disregarding precedent—we made the heel of a stocking exciting . . . gave heels a new perfection . . . made into a beauty mark what is otherwise often an “eye-sore.” Surely “Rib Row” heels are as much an advance into stocking futures as the World’s Fair is prophetic of all life today. No woman has tested the full possibilities of stocking beauty until she has worn a pair of these famous “Rib Row” Heels. They *wear* and *wear* and *wear* just where the rub comes.

“Rib Row”
heels

the “heel” of the future
— a huge success today...\$1.15

*“You just know
she wears them”*



McCallum Stockings

P R O P P E R S T O C K I N G S

SHALIMAR



PARFUM DE
GUERLAIN

DARCY

Now - startling new invention
keeps girdle down ↓ stockings up ↑
-without separate garters!

New non-skid miracle webbing grips
without binding... keeps girdle from rid-
ing up... holds stockings firmly in place

Here's blissful freedom for warm weather—a Luxite
pantie-girdle that can't creep, hike or ride up . . .
plus self-supporting stockings which stay in place
utterly without separate garters. This means you
can play, dance, relax in grand new comfort . . .
knowing that your girdle is always trimly in place,
your stockings free from wrinkles . . . without the
discomfort of pulling, binding garters.

STAY SET Leg Bands

This Luxite Pantie-girdle has a special non-skid
band on the inside of the leg. Made of a new miracle
webbing, it holds the garment always in proper
position . . . gently, easily, with perfect freedom.
This STAY SET feature is exclusive with Luxite
Pantie-girdles (Patent pending).

Illustrated is Luxite Pantie-girdle
of cool lace Lastex with satin panel
(rayon and cotton) . . . \$3.50. Other
girdles with the exclusive STAY SET
feature . . . \$2.50. Luxite Brassiere
shown, of Power Net and satin
Lastex (rayon and cotton) . . . \$1.50.

You'll want several of these wonderful new
Luxite Pantie-girdles to see you through the sum-
mer. Featured by good stores everywhere.

Luxite
STAY SET
Pantie-girdle



COMPANION PRODUCTS OF HOLEPROOF

This is the latest creation by Holeproof . . . the new
Ace-High Self-Supporting Stocking. It comes well
above the knee—so no matter how short skirts may
blow, the top of the stocking is never revealed. And
it stays in place without the nuisance of separate
garters. Made of sheer 3-thread high twist chiffon,
in colors to blend perfectly with your most adorable
summer costumes.

Utterly New Garter Tops

Holeproof Ace-High Stockings are held firmly by
garter tops of this miracle webbing which can't
slip—yet grips the leg gently without binding.



You'll find this revolutionary
new stocking at stores which fea-
ture Holeproof Hosiery, priced \$1.
Ask also to see the lovely new
regular-length Holeproof Stock-
ings—daytime crepes and chif-
fons; extra sheer evening crepes; and semi-service
weights . . . all in authoritative new colors for
summer . . . 79c to \$1.65.

Also Holeproof Knee-High

The knee-length stockings with knit-in garters. In
high-twist chiffons and light service weight, 79c.

HOLEPROOF
ACE-HIGH

Self-Supporting Stockings

HOSIERY COMPANY, MILWAUKEE, WISCONSIN

BONWIT TELLER

NEW YORK



COLUMBINE OF TOMORROW. The kind of sheer semi-demi dress and hat that will go down in history as sym-

bol of World's Fair summer evenings. Silk marquisette Exclusive with graduated tucks, a wide rippling Columbine skirt, a

flower-clipped neck, and waist like the stem of a rose. Black, brown and navy. Sizes 10 to 20, 49.95 Air-conditioned Sixth Floor

JEANNE TETE, Bonwit's exclusive milliner, designed the large Columbine picture hat to match in old-fashioned sheer "crin," 20.00




Bonwit Teller

FIFTH AVENUE • NEW YORK

Mail, Telephone Orders

Filled. ELdorado 5-6800



Steps to the new You of Tomorrow -

Come to the World's Fair—and air-conditioned Bonwit's—and go back a Woman of Tomorrow. Let one of our consultants take you in hand and make you over from tip to toe. Start with resculping of figure—then to our famous Beauty Salon.



ZELDA RADOW SALON OF BODY SCULPTURE. Why not look into the future with the best possible figure? Appear well-proportioned . . young . . chic. No diet . . no strenuous exercises . . no steam cabinets. Simply let Zelda Radow resculp you in her famous Salon of Body Sculpture. By stimulating manipulations and solutions, lose inches exactly where you want to lose them.

AIR-CONDITIONED SALON OF BODY SCULPTURE • NINTH FLOOR



And now to the Air-conditioned Beauty Salon, Seventh Floor

FORTUNE RECONDITIONING TREATMENTS. For your hair—let Fortune tonics and brushing bring back its life and luster. Get ready for a permanent by having your hair and scalp in superlative condition. The Fortune Reconditioning Treatment includes tonic applications, brushing, massage—three-fold insurance for shining healthy hair . . and the loveliest wave you've ever had.



"RILLING KOOLERWAVE" PERMANENT. Did you know that Paul Rilling, genius of the permanent wave world, first introduced his wonderful new machineless Koolerwave permanent at Bonwit's? You move about in cool comfort—have a cup of tea or answer the telephone . . and come out with a wave as soft and tractable as a baby's curl. Ready for a newly styled coiffure.

MARIE EARLE CORRECTIVE FACIALS. Whatever the condition of your skin, our Marie Earle consultant can tell you how to make it lovelier. Have you an unusually dry skin? Do you want to do something about lines? Or is a crepey throat your problem? Complete analysis, the right Marie Earle facial, new correctivemake-up, and you'll be amazed at what modern magic can accomplish.

For appointments, call ELdorado 5-6800



Smart Woman's Angle - Bonwit Teller



Bonwit Teller

FIFTH AVENUE • NEW YORK

Mail, Telephone Orders

Filled. ELdorado 5-6800

*"Nowhere else - not even
in Paris...
are there
Corsets like
those at Bonwit's"*



"The most famous corset floor in the world" was said of Bonwit's fully a quarter of a century ago. Since then, it has grown greatly—been air-conditioned for modern comfort...and still its reputation is increasing. Why? Because nowhere else is it possible to buy the French and American corsets styled with ultimate skill by our design staff...made under the knowing eye of our famous directress...fitted by our seasoned corsétières. THIRD FLOOR

Two famous examples made by Lily of France, sketched above:

BEAULASTIQUE. For twenty-two years Beaulastique has been chosen by many of the world's smartest women. *Sketched right*, the Beaulastique of tomorrow, beautifully fashioned of imported elastic with deep scoop waistline, side front closing, 39.50

BONHEUR ALL-IN-ONE, *left*. To give you a wonderful figure, shaped with spool-waistline, lifted bosom, long smooth hipline. Cut low in back for formal evenings, 25.00

Completely air-conditioned—Bonwit Teller

Bonwit Teller

FIFTH AVENUE • NEW YORK

Mail, Telephone Orders

Filled. ELdorado 5-6800

Columbine at the Fair

Elizabeth Arden gets you ready for
daylight dining and World's Fair evenings



A wilting day—yet you must be ready to look fresh and fair as Columbine when you dine at a restaurant at the World's Fair and go on for a gay evening through the Amusement Area.

1. First, Ardena Velva Cream Mask to give you a quick pick-up and a rosy glow, to make your face fresh and rested for evening, 2.00 and 5.00

2. Then, your bath followed by spraying with fragrant Cyclamen Eau de Toilette, 4.50 to 10.00

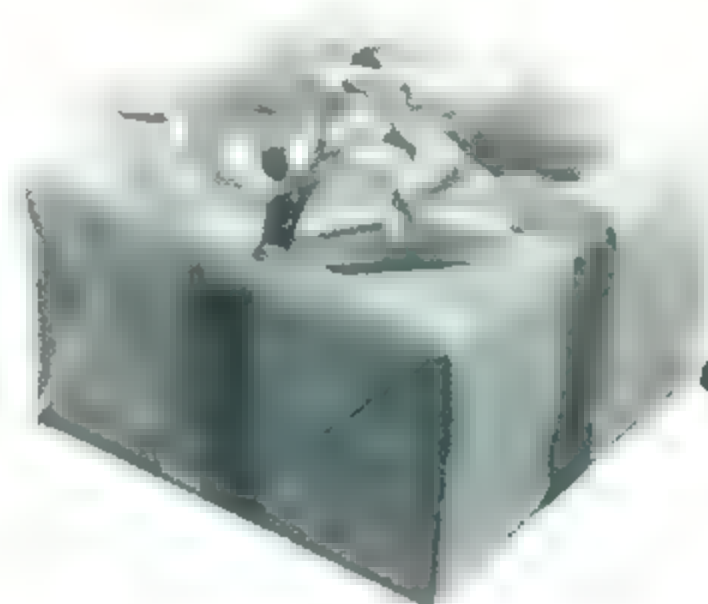
3. Sky Blue Pink make-up. Perfect soft twilight colour. The complete Harmony Box for 5.75

4. A few drops of Elizabeth Arden's marvelous new Cyclamen perfume. Sizes at 2.25 to 18.00

5. A dinner bag in shining Sky Blue Pink rayon satin with rhinestone clasp. Completely fitted, 27.00

6. Your compact. Gilt oval snuff-box, 5.00 Jumbo lipstick to match, 2.00 Monograms, .50 each letter.

COSMETICS—MAIN FLOOR

A Gift from the*Smart Woman's Angle*

Bonwit Teller

FIFTH AVENUE • NEW YORK

Mail, Telephone Orders

Filled. ELdorado 5-6800



Exclusives by *Clare Potter* great American colourist and designer.

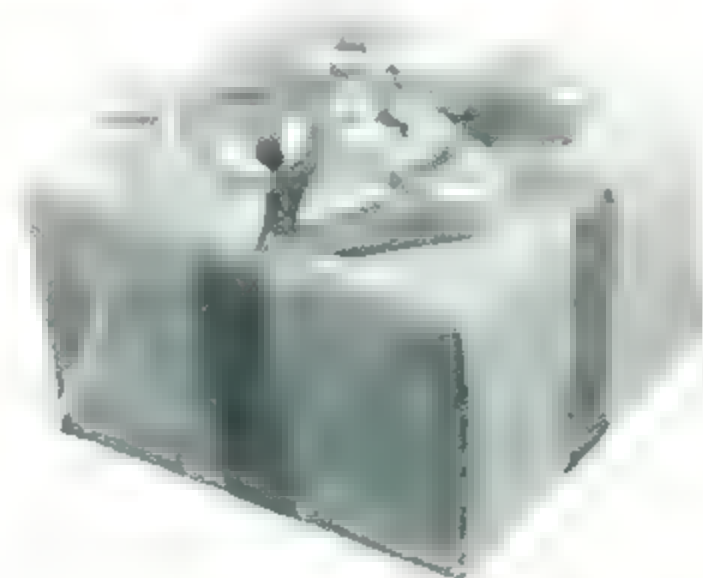
Beach Pajama: Beautifully-cut rayon sharkskin trouser with matching next-to-nature shirt of rayon jersey. Chalk-white, lime, blue or pink. Sizes 12 to 18, 35.00 All Clare Potter specialties on this page, Sports Fifth Floor.

Small Sketches: Top, Rayon sharkskin bathing suit with halter in tennis-ball dots, 22.95 Matching coat, 22.95

Middle, Wonderful zipper-front linen dress, soutache braid. Navy, strawberry, hydrangea, corn colour. 12 to 18, 29.95

Bottom, Clare Potter hand-knit baby sweater. White, coral, baby blue, green, navy, gold and medium blue, 29.95

A Gift from the



Smart Woman's Angle



Bonwit Teller

FIFTH AVENUE • NEW YORK

Mail, Telephone Orders

Filled. ELdorado 5-6800



Fair-Trotting wardrobe of

De Liso Debs

8.75 pair

You'll need more shoes at the Fair than you've ever needed in your life! And even if you're a high-heel addict you'll want them low and comfortable for trotting around hour after hour. Nothing could be more perfect than a wardrobe of DeLiso Debs. Tremendously chic . . . with DeLiso-design trick of making feet look cute and small even in low heels.

*DeLiso Debs from Debutante Shoe Shop, Eighth Floor: sketched clockwise:*

DANCING MARVEL, open-heel-and-toe bow pump. Black patent, blue calf, white buckskin.
 ALLIGATOR-GRAIN CALF. Distinguished open-toe, cross-strap walking Lower. Black, brown.
 TATTOO PUMP. White buckskin pump with punch-work trimming in bright blue, brown calf.
 LITTLE BULLDOG. Brass hooks. Pimento red with bright blue platform. Bright blue with wine.
 TATTOO OXFORD. Instep-fitting white buckskin with bright blue and brown calf trim.
 HARLEQUIN. Pantoufle-type tie-back on a contrasting platform. Black, brown, bright blue suede.

Completely air-conditioned*Bonwit Teller*

Bonwit Teller

FIFTH AVENUE • NEW YORK

Mail, Telephone Orders

Filled. ELdorado 5-6800

B. H. Wragge does a Phoebe Snow Wardrobe



At last our famous and exclusive summer specialty, the Phoebe Snow blouse-and-skirt in shining white rayon sharkskin, has blossomed into other snowy outfits—a whole series of them.

Sketched above, The two-pocket Phoebe Snow blouse. Sizes 32 to 38, 6.50 All-around pleat Phoebe Snow day skirt, 8.50 Above, Phoebe Snow rayon sharkskin evening blouse. 32 to 38, 6.50 Phoebe Snow pleated all-around evening skirt, 12.95 Center, Phoebe Snow rayon sharkskin three-piece playsuit. Tailored shirt, shorts and tie-on flared skirt. Sizes 12 to 18, 18.95 Left. One-piece Phoebe Snow dress with swing skirt on fitted waistband giving waltztime air. Misses' sizes 10 to 18, 17.95

B. H. WRAGGE SHOP—AIR-CONDITIONED SPORTS FIFTH FLOOR

A Gift from the



Smart Woman's Angle





Copr. 1939—American Viscose Corporation. World's Largest Producer of Rayon Yarn

*Pageant of the States from Fair to Fair...in a Crown Tested
Rayon Fashion. At Bonwit Teller and other fine stores.*



THE FIRST NAME IN RAYON...

THE LAST WORD IN QUALITY



T HOME, AT TEN EAST 57TH STREET,

after May first . . . in our beautiful new building that we have spent eighteen months bringing
to perfection for the designing, making, selling, and storing of the finest furs in the world.

Jaeckel

10 EAST 57TH STREET, NEW YORK CITY

FOR LOVELY LINES

FOR LIGHT RESTRAINT

AND MOST OF ALL FOR FREEDOM

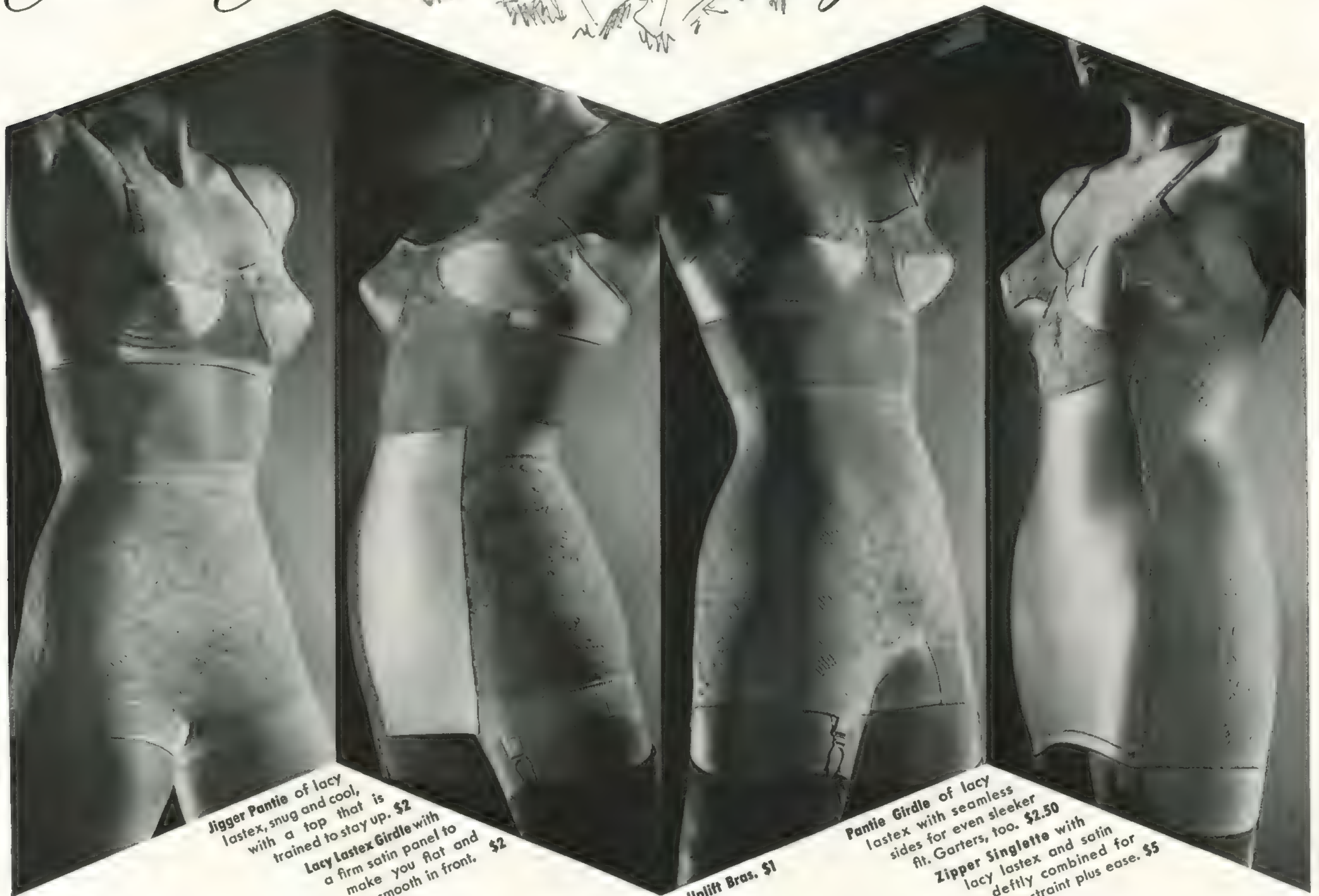
Frivolously pretty in their lacy design, it seems too much to expect these lastex undies to be practical too.

But just give them a chance! They gently coax each curve to loveliness—yield with quick obedience to the slightest motion or the vigorous play of active figures. They'll give you the freedom of an

uncaged bird, to soar coolly through a summer of outdoor fun, town-tarrying or tripping to the

Fair. Sold in Knit Underwear Departments of better stores everywhere.

Lace Lastex Undies by Van Raalte



Jigger Pantie of lacy lastex, snug and cool, with a top that is trained to stay up. \$2
Lacy Lastex Girdle with a firm satin panel to make you flat and smooth in front. \$2

Uplift Bras. \$1

Pantie Girdle of lacy lastex with seamless sides for even sleeker fit. Garters, too. \$2.50
Zipper Singlette with lacy lastex and satin deftly combined for restraint plus ease. \$5

Van Raalte

"because you love nice things"
STOCKINGS • UNDERTHINGS • GLOVES • 417 FIFTH AVENUE • NEW YORK



Howard Cagle

When you come to the World's Fair be sure to visit our Sports Shop on the Fifth Floor, home of our famous Taylor-modes*, classics with tremendous appeal. From our five-star summer edition—Taylor-mode #1, striped silk shirtwaist in cyclamen, green, purple or blue, with natural linen and rayon skirt. 10-20, 17.95. Taylor-mode #2, zipped front silk dress in blue, rose or luggage with white dots; white with wine, green or royal dots. 12-40, 19.95. Mail and phone orders filled.

Lord & Taylor....Wisconsin 7-3300...Fifth Avenue from 38th to 39th Street

*U. S. reg. app. for

Fashion's signposts
say -



TAILORED WHITES for town and everywhere

WHITE'S afoot this season — in town and country, on ship and at the shore. Trim, tailored whites — and none smarter than these Stetson Tailorites! If you are shoe wise, you know that no one fashions this type of footwear with quite the same skill and style artistry as Stetson. Stetson's long specialization is evident in every line and detail of these lovely tailored models — particularly in the soothing way they support and the faultless way they fit your feet. See them, at Stetson dealers everywhere. The Stetson Shoe Co., Inc., So. Weymouth, Mass.

Stetson

TAILORITES

In New York — 5th Avenue at 36th Street

"Perfect Form" for *You*
in

SeaMolds

SWIM SUITS BY

FLEXEES



"Perfect Form" if you're a beach beauty, because SeaMolds curves your figure to faultless loveliness. "Perfect Form" if you're a swimmer, because SeaMolds allows your smooth, swift crawl untrammelled freedom. "Perfect Form" on everyone, everywhere, because there's a SeaMolds created for every type . . . for every beach.

Exclusively of Flexees own Lastiques..Acetate Rayon Satin..Lastique-with-Wool..in our own designs. Ask for them in all the better Sports Departments...\$3.95 to \$7.95

SEA-DEB
if you're a
slim young thing
MAILLOT and
TWO-PIECE

SEA-MISS
if you're curved
like the picture
PANEL MAILLOT
or BALLET SKIRT

SEA-LADY
if you're a
mature beauty
SMOOTH SKIRT
ALL 'ROUND

FLEXEES, NEW YORK CITY • TORONTO • LONDON

INTRODUCING 2 NEW PATTERNS IN STERLING

Featuring 3rd dimension Beauty



In the spirit of Viennese Baroque Modern, Wallace Silversmiths have created MOZART...an original "Great Master" pattern. Flamboyant in its composition of delicate, ornate gaiety...sparkling in its clean carved, jewel-like detail...and graceful in its full flowing curves, like a Mozart dance of melodious rhythm, this pattern will make your table setting beautiful. It will reflect a thousand delicate scintillating twinkles. It has the poise of cheerful vivacity.

In the manner of Colonial Dutch Modern, Wallace Silversmiths have conceived REMBRANDT...another original "Great Master" pattern. Simple and direct in its subtle curved silhouette...restrained in its rhythmic detail...and gracious in its full scroll, like the petals of a rose, the realism of Nature's full-form, the life-like quality of a Rembrandt masterpiece. This pattern will give endless satisfaction to people who cherish the finest in the arts.

MECH. PAT. 2,070,034



THIS FULL-FORMED "HAND-WROUGHT" QUALITY
IS NOT TO BE FOUND IN ORDINARY STERLING



The beauty of ordinary sterling is limited to 2 dimensions like an embossed coin. It has flat, machine-stamped, unformed scrolls.

great artistic value to sterling. It cannot be imitated except by hand-work at many times its cost. See for yourself the superior artistry in WALLACE Sterling...Your dealer will gladly show you the "Great Master" patterns featuring 3rd dimension beauty.



Your dealer can now show you WALLACE Sterling that has full-formed scrolls...beautiful in all 3 dimensions...sculptured like statuary. For WALLACE Silversmiths have achieved the distinctive qualities of "hand-wrought" sterling by adding 3rd dimension beauty. Authorities will tell you that 3rd dimension beauty adds

Wallace

SILVERSMITHS

FOUNDED 1835



The RODEO



The BARLETTA



WORLD'S FAIR SHOE

Brown and WHITE

GET TOGETHER in cool
summery **RED CROSS SHOES**

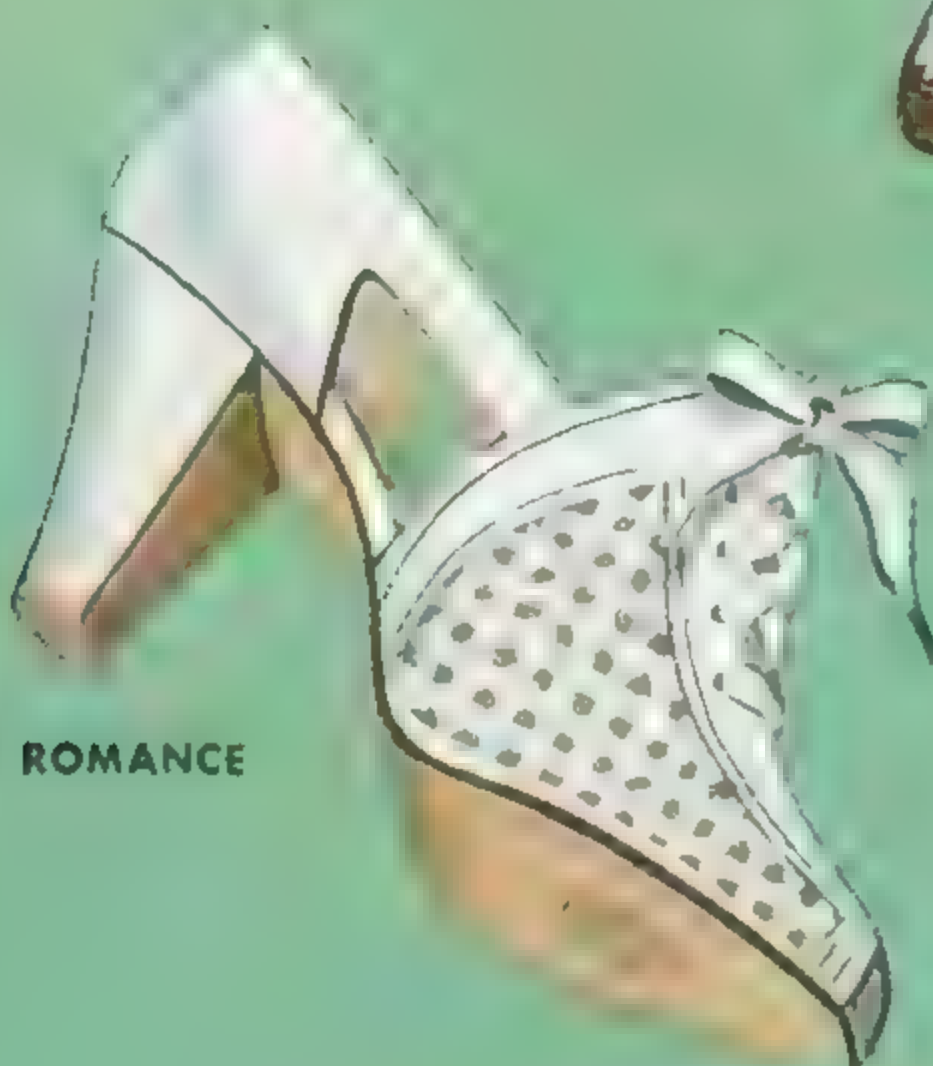
Light as a snowflake . . . and as cool . . . are these glamorous new Red Cross Shoes. All white. White with brown. Perforated. Sandalized. They send the temperature tumbling and your spirits soaring. Custom quality—custom fit—and at a surprising price. Stunning styles for every occasion — now only \$6.50. The United States Shoe Corporation, Cincinnati, Ohio. "Limit" Lasts and styles licensed to Somervell Bros., London, England.

now only
\$6.50

Denver West \$6.85



The BELLAIRE



The ROMANCE



The GREENBRIER



Red Cross SHOES

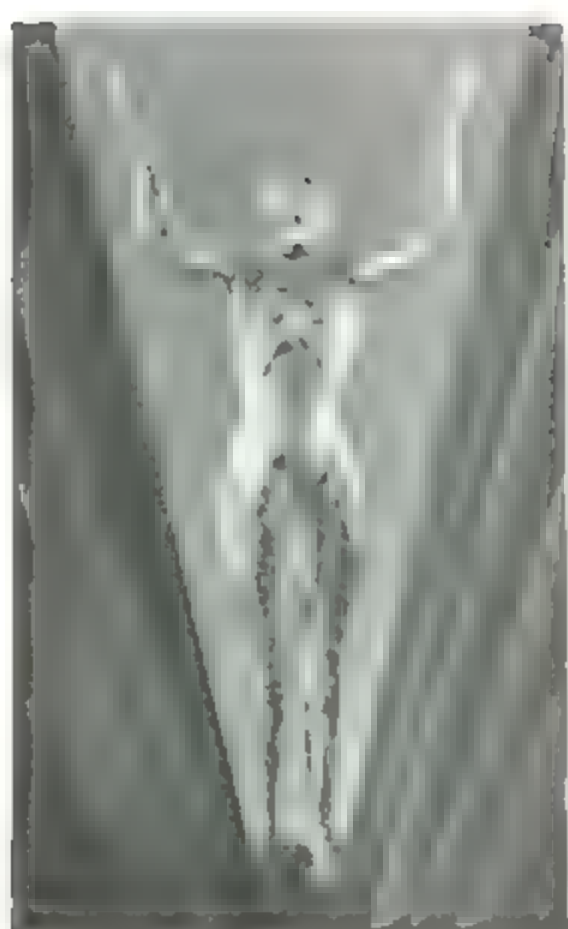
A RED CROSS ORGANIZATION

CAMP NATIONAL Posture Week

MAY 1ST - 6TH

To impress upon women the importance of good posture as an aid to health and beauty—to direct women to their physicians for consultation and check-up on the ills that stem from poor posture—to point out the important rôle Camp Supports have played for the past quarter century in helping women achieve good posture—S. H. Camp & Company, in collaboration with good stores everywhere, is promoting the week of May 1st-6th as Camp National Posture Week.

CAMP SUPPORTS



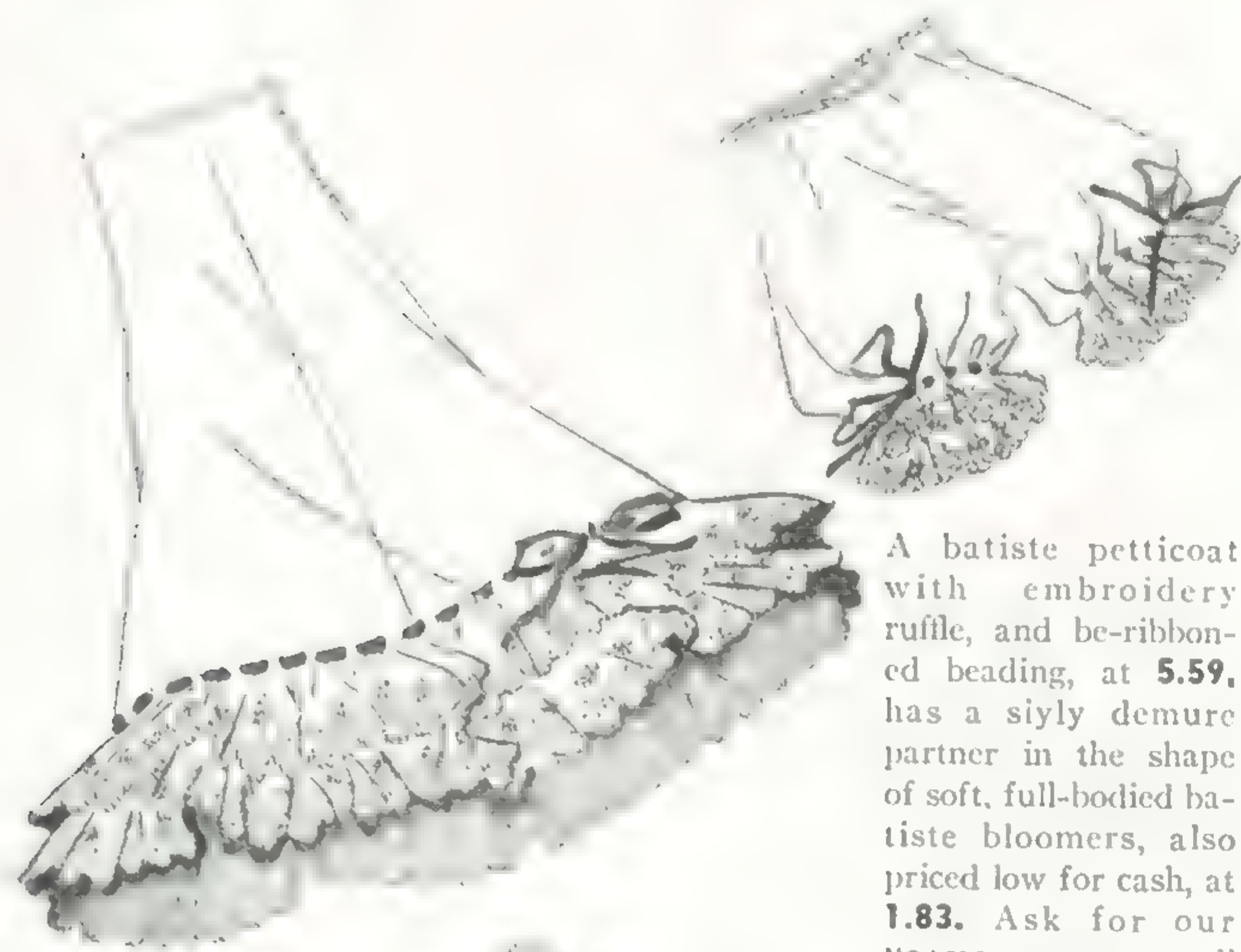
The Camp Transparent Woman, famous educational exhibit, seen by five million persons. An object lesson in health and good posture. When visiting New York, see this remarkable exhibit at the New York Museum of Science and Industry at Rockefeller Center.

Brighton Randall

GRANDMA Calls them carnal!



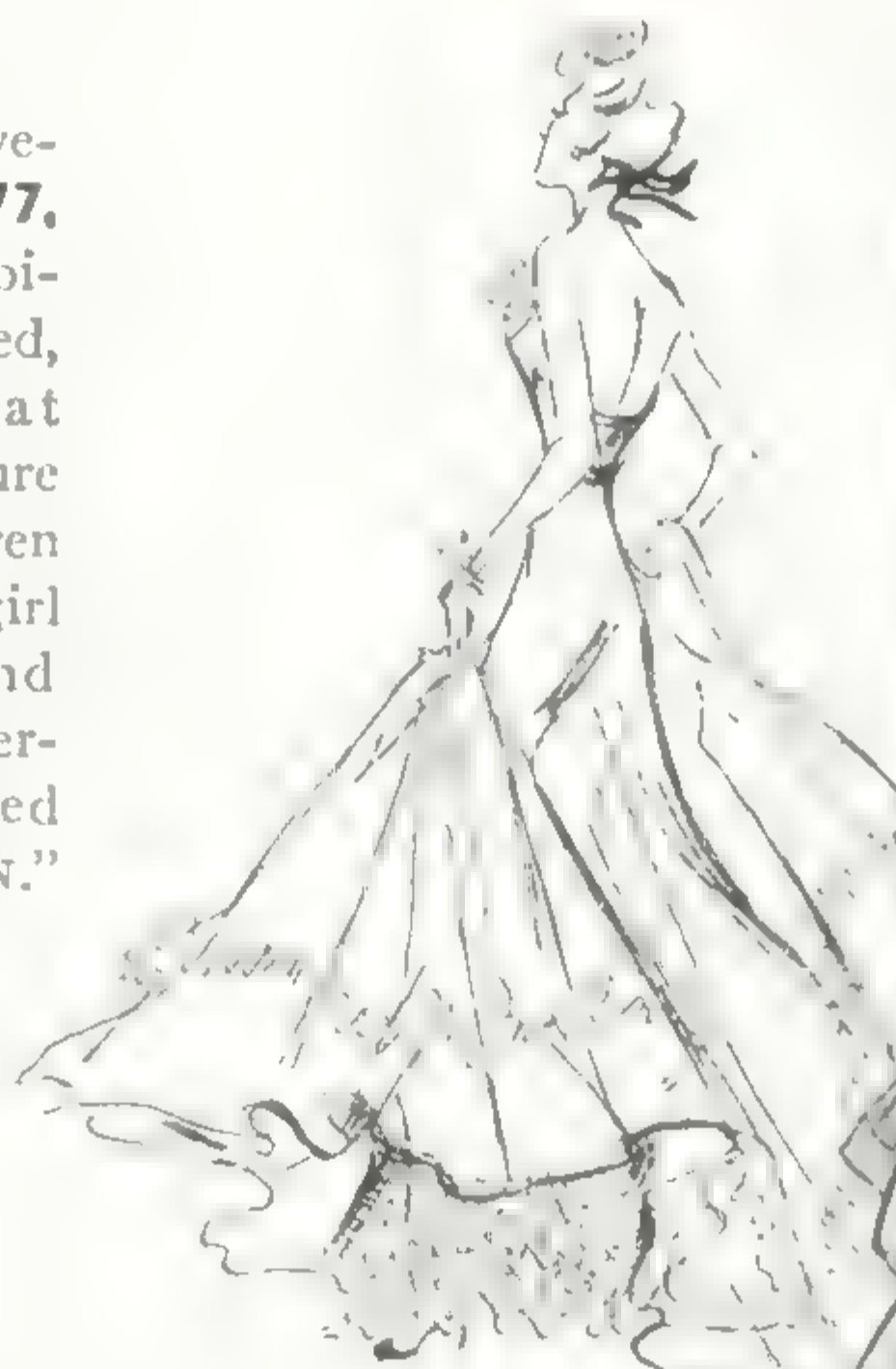
Scarlet, checked gingham "romper" pants at **2.77**, and ruffled petticoats at **3.69** give the tailored woman a sense of irresponsible joie de vivre. We've shown restraint in naming them "MISCHIEF-MAKERS."



A batiste petticoat with embroidery ruffle, and be-ribboned beading, at **5.59**, has a siily demure partner in the shape of soft, full-bodied batiste bloomers, also priced low for cash, at **1.83**. Ask for our "SAUCE PIQUANTE."



Our new shirred evening pants at **2.77**, and their arch-conspirator, a sheer, tiered, lacy petticoat at **12.17** are both pure silk. They make even a militant career girl feel feminine and sheltered and dangerous. They're called "HER SECRET PASSION."



THESE irreverent pants and petticoats are the direct descendants of Grandma's underpinnings, worn when she was young. *But*, where hers were prim and quaint, our 1939 scalawags are impudent, and smart as the sophisticates for whom they were designed. They give the soul a lift, they're *that* dashing. So wear them with the clothes you have, and those still on the fire. They'll make each outfit feel new and high-spirited. Grandma will be glad to know that their low cash prices reflect good old-fashioned R. H. Macy thrift.

Better Lingerie, on the 2nd Floor at 34th St. and Broadway, N. Y.

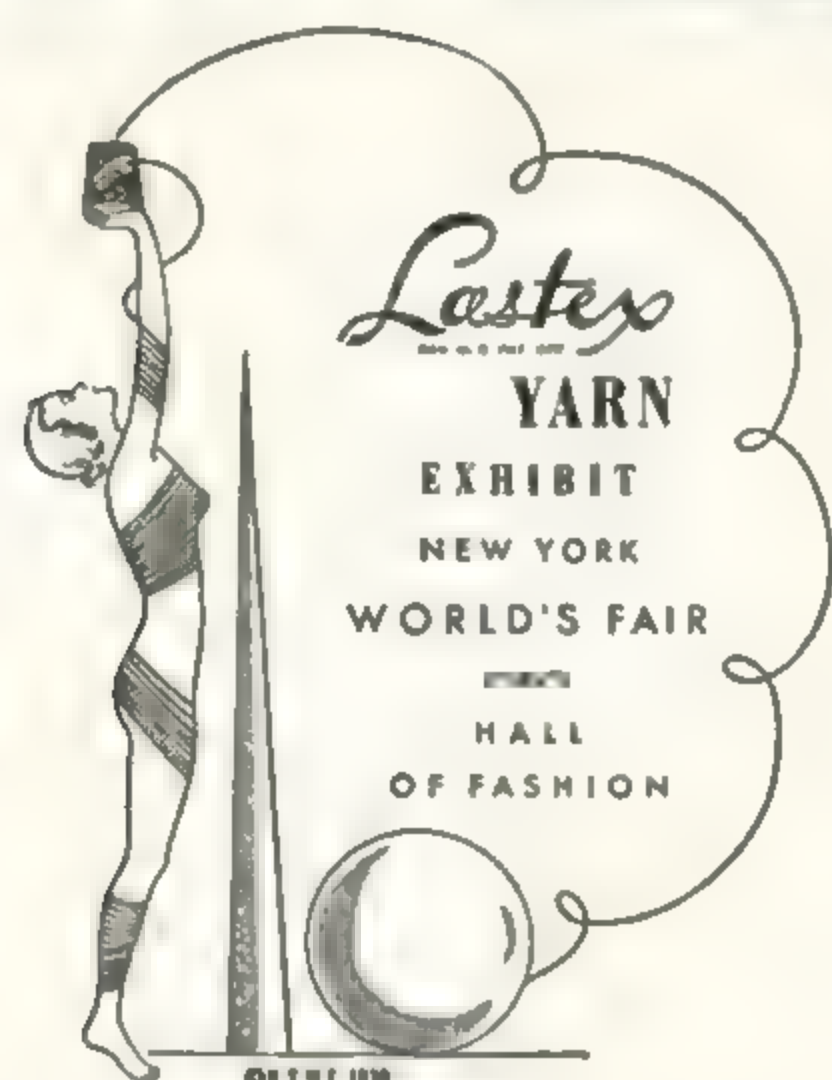
MACY'S Parade of Pants and Petticoats



Glamour begins with the yarn



THE fashion of the beach hour and the function of "Lastex" yarn are one and the same thing. More form-fitting suits will be worn this year than all other types combined, thanks to the fit, comfort and control that go with that famous stretch. This maillot is in lustrous satin, a mixture of cotton, rayon and "Lastex" yarns, with three-color dogwood print. Blondes will go overboard for it in royal blue, dubonnet and black. Brunettes will simply love it in coral, green and brown. Adjustable shoulder straps and the important uplift bra. The beach clogs are made with "Lastex" yarn, too. You will find this and other styles by all of America's leading suit makers, made with "Lastex" yarn, at better stores everywhere. Just remember that the stretch technique of "Lastex" yarn functions equally well in all types of woven or knitted fabrics, whether silk, cotton, wool or rayon. When you choose swimsuits make sure of that figure by making sure of that "Lastex" yarn label. A word to the wise!



THE MIRACLE YARN THAT MAKES THINGS FIT...

Lastex
REG. U. S. PAT. OFF.

An elastic yarn manufactured exclusively
1790 Broadway



by United States Rubber Company
New York City

*Goodness—but Fairs
are hard on heels!*

**BE SURE YOURS
ARE SCUFFLESS**

There are 65 miles to cover if you see *all* the sights at the World's Fair. Get comfortable shoes—and by all means get them with *Scuffless* heels! *Scuffless* "PYRAHEEL" plastic heel covering is so tough it won't scuff on crushed rock or cinder walks. Nor will car pedals ever put a dent in its sleek surface. *Scuffless* heels look exactly like ordinary heels—match perfectly in color and effect. And stay new longer than any heel you've ever seen. Next time—ask the sales person if the heels are *Scuffless*. You can get shoes with "PYRAHEEL" in leading shops nearly everywhere.



Skip through the Fair in this airy sandal-like pump—and you'll come out dancing. Chic as can be—and oh so practical! "Modern Miss" style illustrated made by Huth & James Shoe Company. And with *Scuffless* heels of course!



Scuffless

"PYRAHEEL"

REG. U. S. PAT. OFF.

Lots of wonderful things to see in the Du Pont Building, New York World's Fair. . . . and at the Du Pont Exhibit, San Francisco Golden Gate Exposition.



sheer as mist

shadowy as moonlight



Fabrics by Samuel Ehrman

THESE FRANKLY FEMININE FROCKS BY *L'Aiglon*
Ovals of lace to keep you cool, lovely, feminine. On the shoulder a corsage of violets.
All the way down the front, buttons that are more like jewels. Peach, old rose, navy,
light blue, aqua, ecru. 14 to 44. **8.95** Right: Snowy embroidery vertically and diagon-
ally encrusting a sheer voile. A wisp of a dress that's a smart challenge to summer's
sultriest sun. Green, navy, powder blue, flesh pink, white, brown, black. 12 to 40. **7.95**

LORD & TAYLOR.....NEW YORK
MARSHALL FIELD & CO.....CHICAGO
R. H. Stearns Co.....Boston
Woodward & Lothrop.....Washington, D. C.
City of Paris.....San Francisco
Korrick's Dry Goods Co.....Phoenix
L. S. Ayres & Co.....Indianapolis
G. Fox & Co.....Hartford
The May Company.....Los Angeles, Denver
Gimbels..Philadelphia, Pittsburgh, Milwaukee
The Higbee Co.....Cleveland
Famous-Barr Co.....St. Louis
The Ernst Kern Co.....Detroit
Frederick & Nelson.....Seattle
Gladding's, Inc.....Providence
Hahne & Co.....Newark
The M. O'Neil Co.....Akron
Davison-Paxon Co.....Atlanta
Sanger Bros.....Dallas
Meier & Frank Co.....Portland, Ore.
The Wm. Hengerer Co.....Buffalo
The Stewart Dry Goods Co., Inc.....Louisville
The C. O. Miller Co.....Stamford, Conn.
Powers Dry Goods Co.....Minneapolis

If unable to find these new L'Aiglons, write direct to BIBERMAN BROS., Inc., 1350 Broadway, New York.

You don't see her hair net because it's a Gainsborough

"This year's smart coiffures should have says Charles Bock, famed New York hairdresser, who created this charming 1939 style.

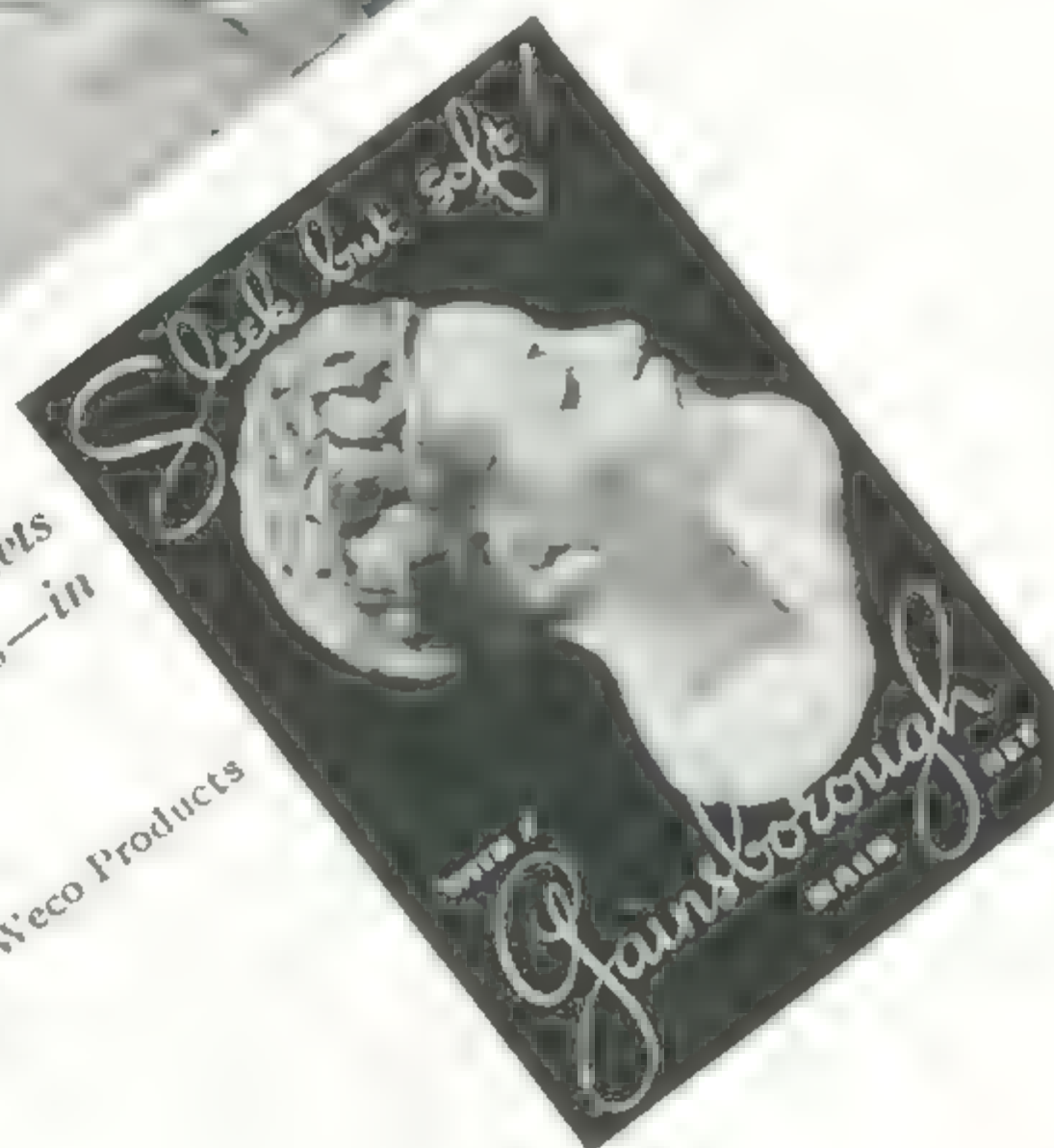
On the sentimental side . . . but oh so smooth! A fashion with charming opportunities no clever woman will miss! And Gainsborough grooming makes this quaint-yet-sophisticated hair-do practical . . . easy to keep tidy! The exquisitely fine single-strand Gainsborough Snoodet trains every stubborn lock to a sleek line. Yet the net itself defies detection. That's because Gainsboroughs are made of only the longest and silkiest strands, so there's a minimum of lustrous, natural shades to give a perfect match. Your Gainsborough Snoodet won't be noticed . . . but folks will notice the well-groomed finish it gives your hair! Now give yourself a fresh start for Spring with a new brushed-up coiffure . . . keep it beautifully groomed with a Gainsborough.

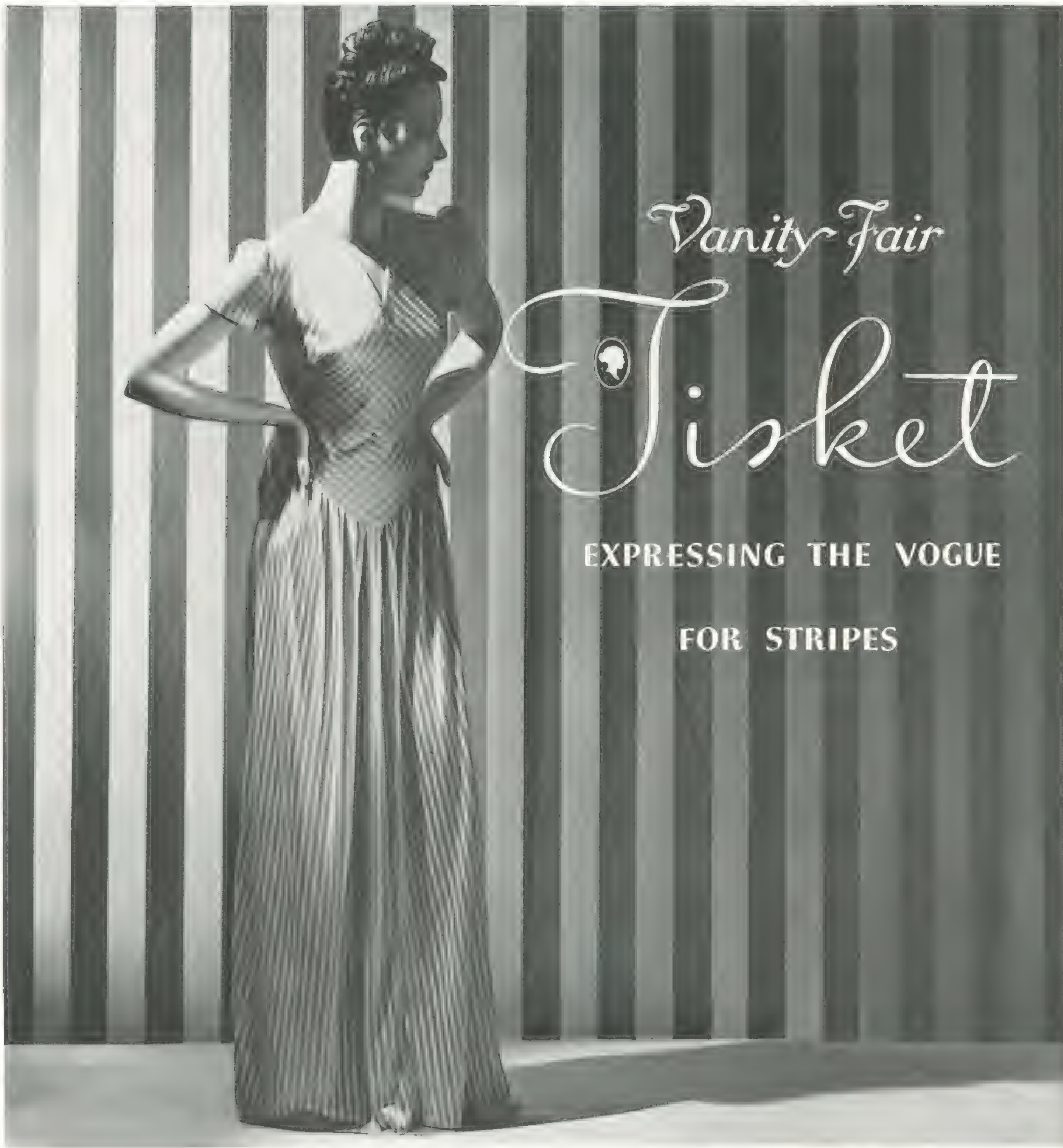
Now when Spring winds play havoc with hair and hats, you'll bless your little Gainsborough for keeping you smart on the street. The curve of the Gainsborough Snoodet keeps up "scolding locks" at the nape of the neck . . . gives you a smooth hair line! And the Snoodet is so easy to adjust; a couple of pins do the trick! Below, a hat from the ever-inspired Mme. Lilly Daché who often suggests Gainsborough grooming to her clients.

"We slip the Gainsborough Snoodet over the smooth back of the coiffure," says Charles Bock. "The net is drawn up at the sides, gathered in and pinned beneath curls at top or side. Front curls are left free, so that the head looks sleek but casual." Mr. Bock's list of clients reads like a society register. "But," he says, "they're busy women, so they welcome trouble-saving Gainsboroughs."

Get genuine Gainsborough Snoodets at drug and department stores—in this package.

Copr. 1939 by Weco Products Company





A Stunning New Rayon Fabric Styled Exclusively for Nightgowns, Pajamas, Bandeaux

Stripes, stripes, beautiful stripes . . . make a dashing debut



in streamlined nighties and undies of Vanity Fair

TISKET. Perfect

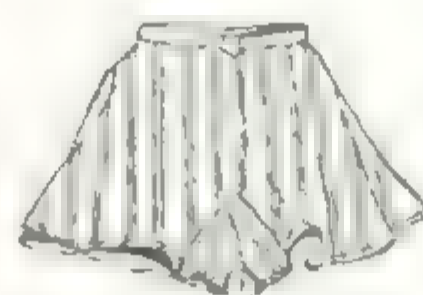


"intimates" for warm weather days and wanderlust weekends.



Easy to pack . .

easy to buy . . easy to tub . . no ironing needed.



At better stores. Send for "Intimate Fashions in Vogue."

VANITY FAIR SILK MILLS • READING, P A .

FOR ALL THE SMARTNESS 'NEATH THE SUN

Bask in **PACIFIC** Baskelin



Whether you're the let's do-things girl or the loll in-the-shade type, you'll look like a (cool) million in this well-tailored two-piece outfit of Pacific BASKELIN, a nubby Crown spun rayon and flax basketweave. Six breath-of-frost colors: white, natural, rose, blue, lime, yellow. Sizes: 12-20

PACIFIC MILLS 214 Church Street, New York



AT **BEST & CO.**, 5th Avenue, New York, Garden City, Mamaroneck, East Orange, Brookline, Ardmore, Grosse Pointe, Cleveland Heights, Washington, D. C.; **Marshall Field & Co.**, Chicago; **A. Harris & Co.**, Dallas; **Rike Kumler Co.**, Dayton; **G. Fox & Co.**, Hartford; **Stewart Dry Goods**, Louisville; **B. Forman & Co.**, Rochester, and other leading stores throughout the country

Five "Budgeteers"

for your summer wardrobe

"Fashion-Approved" Enka Rayon



SELECTED from gay Summer casuals which the better stores are showing in Enka Rayon—and *definitely* within your budget. You'll want them for they illustrate two very important style trends—a latitude of color plus a longitude of comfort—the last word in smartness.


They're "Fashion-Approved" carrying the Enka Tag, accepted for its twofold assurance of quality. Not only does it stand for the very finest of rayon yarn, fabric and workmanship, but also for authentic, individually endorsed **STYLE**.

 A cool white sheer—the stripes, raised welts in rainbow colors. Note the skirt with kick-pleats—gathered shoulders and new stud buttons. At Best & Co., \$19.95.




 A Regency gown in Fairtown polka dot twill—puffed sleeves—low bodice—a swirling skirt for the midnight waltz. At Best & Co., \$19.95.




 Smart Set Gloves with Fashion Fingers—a combination Milanese and mesh knit that washes perfectly. In colors to match your Summer frocks. \$1.00.



 It's Jantzen's Brev. This swim suit has definitely gone native—with its wild palm print in Burgundy, or Blue. Also available in other colorful tropical prints. \$5.95.

ENKA RAYON

206 MADISON AVENUE, NEW YORK

 A Nelly Don's Donjenu in Nellaire georgette. Little girl collar on shirred blouse. Midriff band for tiny waistline, and flaring skirt for the last step to freedom! Burma Blue, Navy, Fuschia, Rio Blue, Black. \$10.95.





What makes for greater enjoyment, fuller living, is—perfection in those more intimate details of life. Laros UNDERGARMENTS are the most intimate things you wear. And in them, in fabric, in style, in finish and in fit you will find—perfection.

Made by the Laros Textiles Company of Bethlehem, Pennsylvania.






*Everfast
Fashions*

EVERFAST SPUN RAYON IN A GAY GUATEMALAN PRINT, "FAST TO SUN, FAST TO WASHING" AND CREASE RESISTANT

BEST & CO., New York

CARSON PIRIE SCOTT & CO., Chicago

NEIMAN-MARCUS, Dallas



Everfast

PLANS YOUR PLAYTIME WARDROBE!

It's out! A gay book of color photographs showing a complete wardrobe of Everfast cottons and rayons, the first rayons in the world to carry the famous guarantee of all Everfast fabrics—"fast to sun, fast to washing." Clothes, bright with news, and full of ideas for a wise and washable summer, in intriguing patterns and colors. You'll find this book and all its fashions at the stores listed. Write directly for your copy.

Everfast* Fabrics, INC., 40 WORTH STREET, NEW YORK

Akron, Ohio.....	The A. Polsky Co.	Louisville, Ky.....	Byck Bros. & Co.
Albany, N. Y.....	Muhlfelder's	Mamaroneck, N. Y.....	Best & Co.
Allentown, Pa.....	H. Leh & Co.	Memphis, Tenn.....	Phil A. Halle
Ardmore, Pa.....	Best & Co.	Milwaukee, Wis.....	Bitker-Gerner
Atlanta, Ga.....	Davison-Paxon Co.	Montgomery, Ala.....	Montgomery Fair
Baltimore, Md.....	Bonwit Lennon & Co.	Nashville, Tenn.....	The Cain-Sloan Co.
Brookline, Mass.....	Best & Co.	New Orleans, La....	Gus Mayer Co., Ltd.
Buffalo, N. Y.....	Flint & Kent	Norfolk, Va.....	Smith & Welton, Inc.
Chattanooga, Tenn.....	Lovemans, Inc.	Palo Alto, Calif....	Joseph Magnin Co., Inc.
Cincinnati, Ohio.....	Mabley & Carew	Pittsburgh, Pa.....	Kaufmann's
Cleveland, Ohio.....	The Higbee Company	Richmond, Va.....	Miller & Rhoads, Inc.
Columbus, Ohio.....	The Fashion	Roanoke, Va.....	Smartwear-Irving Saks, Inc.
Dayton, Ohio....	The Elder & Johnston Co.	Rochester, N. Y.....	McCurdy's
Detroit, Mich.....	B. Siegel Co.	St. Paul, Minn.....	Field-Schlick, Inc.
East Orange, N. J.....	Best & Co.	San Francisco, Cal.,	Joseph Magnin Co., Inc.
Garden City, N. Y.....	Best & Co.	Savannah, Ga.....	Fine's
Grand Rapids, Mich....	Paul Steketee & Sons	Springfield, Mass....	Forbes & Wallace, Inc.
Indianapolis, Ind....	H. P. Wasson & Co.	Toledo, Ohio.....	Gillespie Shop
Jenkintown, Pa.....	Lil-Lee, Inc.	Washington, D. C....	Woodward & Lothrop
Kansas City, Mo.....	Emery-Bird-Thayer	Waterbury, Conn....	Forester & Co., Inc.
Knoxville, Tenn.....	Miller's, Inc.	West Palm Beach, Fla.....	Hatch's, Inc.
Worcester, Mass.....	Ulian		

* Reg. U.S. Pat. Off.

On the Crest of Fashion



Cool and frosty as the foam that crests the ocean waves are these dainty white Jacqueline shoes. Every line is subtly conceived to punctuate your personality—every shoe designed to keep you as cool as you look. Your fine taste will appreciate the elegant materials, the fine, careful workmanship that makes Jacqueline the true aristocrats of shoes.

650 to 750



Jacqueline
designed by WOHL



around the corner

or around the world

Pakables

take you there smartly



Matching Pakables Hats by Harryson

Ever ready to do you proud . . . at home, on your journey, after your journey . . . because they're fashioned of an exclusive fabric artfully woven to remain rumple-free. Even after days on end in overloaded luggage, a few moments on a hanger and they're smooth, sleek and spirited. The Pakables you see here are tailored in Burma Mesh, a rich, rugged fabric especially chosen for its resilient Celanese® Rayon Yarns.

Ask for Pakables by name and be sure you find them by looking for the little brown and white hang-tag

About \$25.00

Reg. U. S. Pat. Off.

DESIGNED TO GO PLACES SMARTLY



- | | |
|----------------------------------|---------------|
| Lord & Taylor | New York |
| Marshall Field & Co. | Chicago |
| J. W. Robinson Co. | Los Angeles |
| Roos Bros., Inc. | San Francisco |
| Bonwit Teller | Philadelphia |
| B. Siegel Co. | Detroit |
| H. & S. Pogue Co. | Cincinnati |
| The Higbee Co. | Cleveland |
| Woolf Brothers | Kansas City |
| Kaufmann's | Pittsburgh |
| Scruggs-Vandervoort-Barney, Inc. | St. Louis |
| Gladding's, Inc. | Providence |
| C. Crawford Hollidge Ltd. | Boston |
| Switzer's | Phoenix |
| Thomas Kilpatrick & Co. | Omaha |
| L. S. Ayres | Indianapolis |
| Frank Brothers | San Antonio |

If you cannot find Pakables dresses and hats in your city write direct to Pakables, 498 Seventh Avenue, New York.

ARIZONA

Phoenix

Hotel Westward Ho. Premier Hotel of the Southwest, in world-famous Valley of the Sun. Midtown with desert resort atmosphere. Am. & E. Plans. Bklt.

Tucson

Santa Rita Hotel. 250 rms. Airconditioned. Tucson Social center; Western hospitality. Fine cuisine; famous dance bands. Polo, Golf, Nick Hall, Mgr.

CALIFORNIA

Riverside

Mission Inn. California's historic hotel. In lovely Riverside. Art treasures. All sports. American or European plan. Rooms \$3.50—up. Folder.

Santa Monica

Miramar Hotel. Mid beautiful gardens, atop the Palisades on the Pacific. Hotel rooms, bungalows and apartments with hotel service. A. or E. plan.

COLORADO

Colorado Springs

The Broadmoor. At the foot of Pike's Peak. Aristocrat of resort hotels—center of social and sports activities in the West. Brochure on request.

Evergreen

Troutdale-in-the-Pines. Luxurious hotel and rustic cabins 30 miles from Denver. 7500 feet alt. Unsurpassed in beauty, 8000 acres of Mountain Parks. All sports.

Rocky Mountain National Park—Estes Park

Stanley Hotel. Luxurious resort in Estes Park. Riding, fishing, golf, swimming, dancing. Smart tap room. Renowned cuisine. Sensible rates.

CONNECTICUT

Old Lyme

Boxwood Manor offers good food, comfort, lovely gardens, private beach at ocean, sports. Three hours from New York or Boston. May 15th to Oct. 15th.

MAINE

Northeast Harbor

Rock End Hotel. Exclusive resort hotel at seashore. On beautiful Mt. Desert Island. Golf, tennis, swimming, boating, riding, hiking. June 28 to Sept. 15.

Ogunquit

Sparhawk Hall. At salt water's edge. Surf bathing, sandy beach. Golf, tennis, fishing, riding. Orchestra. Sprinkler system. Elevator. Ogunquit Playhouse.

MARYLAND

Baltimore

The Belvedere. A really fine and modern hotel. Rooms, cuisine and service in keeping with the highest standards of living. Rates begin at \$3.50.

Sherwood Forest

Sherwood Forest Hotel & Cottages. Near Washington and Baltimore. Restricted clientele. Salt water bathing, two golf courses, activities. W. E. Murray, Mgr.

MASSACHUSETTS

Boston

The Copley-Plaza faces beautiful Copley Square. Single rooms from \$4.00; double from \$6.00; Suites from \$10.00. Arthur L. Race, Managing Director.

Northampton

Wiggins Old Country Store, Wiggins Old Tavern and Hotel Northampton—combining old charm and modern accommodations. Authentic New England Antiques.

MISSISSIPPI

Pass Christian

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports, paved roads. Climate ideal. Near New Orleans.

MISSOURI

Kansas City

Riviera-Locarno Apt. Hotels. 229-235 Ward Parkway. "For fine living." Beauty & charm. Permanent guests. Furn. & unfurn. 3 to 7 rooms. 2 & 3 baths.

NEVADA

Lake Tahoe

Glenbrook Inn and Ranch. On most famous lake in West. Excellent golf, motorizing, lake and mountain sports. One hour west of Reno on U. S. Route 50.

NEW HAMPSHIRE

White Mountains—Whitefield



THE MOUNTAIN VIEW HOUSE

In an unusual location on a private estate, serving for many years a distinguished clientele, where Hospitality is a tradition and the cuisine and service are outstanding features. Offers all outdoor sports and an interesting social life. Booklet and rate schedule upon request. W. F. Dodge & Son. Season June 15-October 20.

A DIRECTORY OF FINE HOTELS & RESORTS

VOGUE'S TRAVELOG

NEW HAMPSHIRE

White Mountains—Franconia Notch

Forest Hills Hotel. A delightful resort. Golf, tennis, riding, fishing. Relief from Hay Fever. Restricted clientele. Norman Pancoast, Mgr.

NEW JERSEY

Atlantic City



MARLBOROUGH-BLENHEIM

Central park section of Boardwalk—oceanfront sun decks—sea water in all baths—tempting menus—game rooms—concerts and entertainment—exclusive beach and cabana colony—special facilities for children—superlative service assured by three generations of continuous ownership-management. Josiah White & Sons Co. (Only 3 hours from New York.)

Atlantic City



THE TRAYMORE

When you come to the New York World's Fair, stop off at the Traymore—on Atlantic City's boardwalk—and make your trip complete. Conveniently near—by bus, plane or railway. Sumptuous appointments and service. Golf and all seashore sports. Rates are moderately low. Bennett E. Tousley, General Manager.

Ocean City

The Flanders. Directly on boardwalk. American plan. 3 sea water swimming pools. 230 rooms with baths. Season to Sept. 12. J. Howard Slocum, Mgr.

Princeton

The Princeton Inn. Facing golf course and Graduate College. Amer. plan. 100 rms. Fireproof. "Hospitality as in days of old." J. Howard Slocum, Mgr.

Spring Lake Beach



THE ESSEX AND SUSSEX

Combine your summer holiday and visit to New York World's Fair—2 hours away. Enjoy the Cool of the Sea at a distinctive seashore resort—free from crowds. Private bathing beach for guests only. Carefully selected clientele. Golf—Tennis—Riding—Excellent Music. Famed for food and service. Write for bklt. C. S. Krom, Mgr.—Tel. Spring Lake 900.—N. Y. Off.—11 W. 42nd St., BR 9-6348.

NEW MEXICO

Santa Fe

Santa Fe Inn. In the cool foothills overlooking historic Santa Fe. Motor trips to Indian Country. Riding, Tennis. American Plan. Jack Wentworth, Mgr.

NEW YORK

Lake Champlain—Essex

Crater Club. Furnished cottages with baths, open fires; meals at club. Canoes, bathing, tennis. Golf nearby. Social references required. Literature.

New York City

Allerton House for Women. 57th St. & Lex. Ave. Refined atmosphere in a congenial Club Residence. Single from \$2.50 daily. Weekly rates on application.

American Woman's Club. 353 West 57th St. Ideal for smart women coming to the Fair. All rooms with private bath; single from \$3; double from \$4.

The Barbizon. Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly \$12.50 up. Daily \$3. Bklt. "VM".

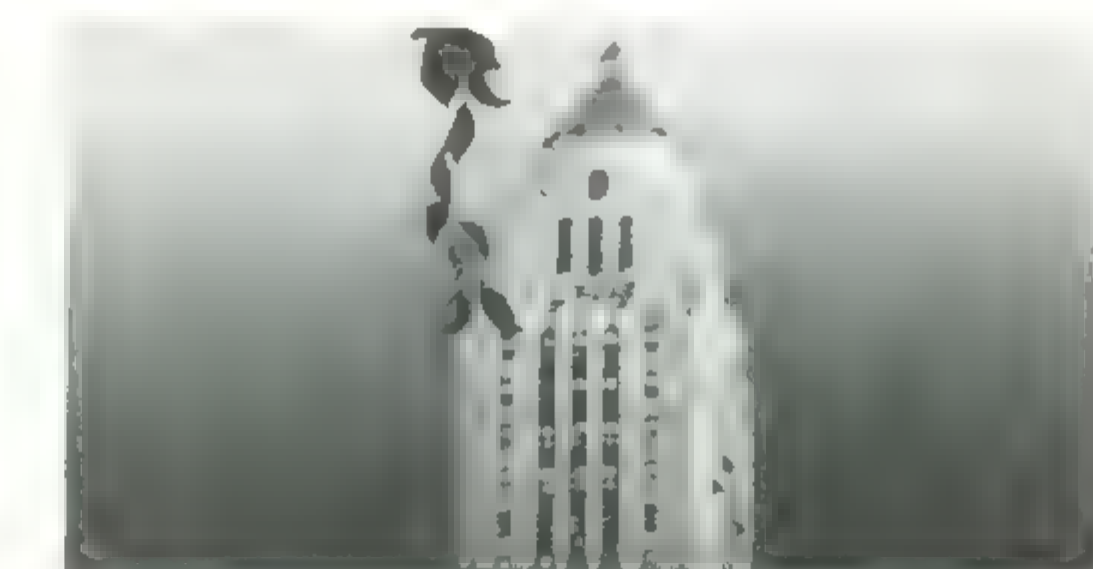
Barbizon-Plaza. New skyscraper hotel overlooking Central Park at 6th Ave. Rooms from \$4 single, \$7 double. Continental breakfast included. Bklt. "VM".

Beekman Tower. 49th St., overlooking East River. All outside rooms. Nearest smart hotel to World's Fair. Short walk to Radio City, Times Sq. \$3 daily.

The Beverly. Lexington Ave. at East 50th Street. A fine hotel, 20 minutes to World's Fair. Single rooms from \$5. Double from \$7. Suites from \$10.

The Buckingham. 101 W. 57th St. Recently modernized. Luxurious parlor, bedroom, pantry, bath from \$7 a day. Walk to Central Pk., Radio City, Times Sq.

New York City



THE CARLYLE

World's Fair Year calls for extra care in selecting a New York hotel. Consider The Carlyle, New York's most distinguished residential hotel, where you have a selection of luxuriously appointed rooms and suites. Smartest upper East Side location... near all attractions, away from distractions. Rates upon request. The Carlyle, Madison Avenue at 76th Street, New York.

New York City



THE PLAZA—FACING CENTRAL PARK

Year after year the Plaza continues to attract travellers from all over the world who appreciate its rare combination of modern comfort and convenience in a mellow atmosphere of charm and leisure of other days. The Persian Room is the popular rendezvous for New York's smart set. Subway at hotel, direct to World's Fair. Henry A. Rost, President and Managing Director.

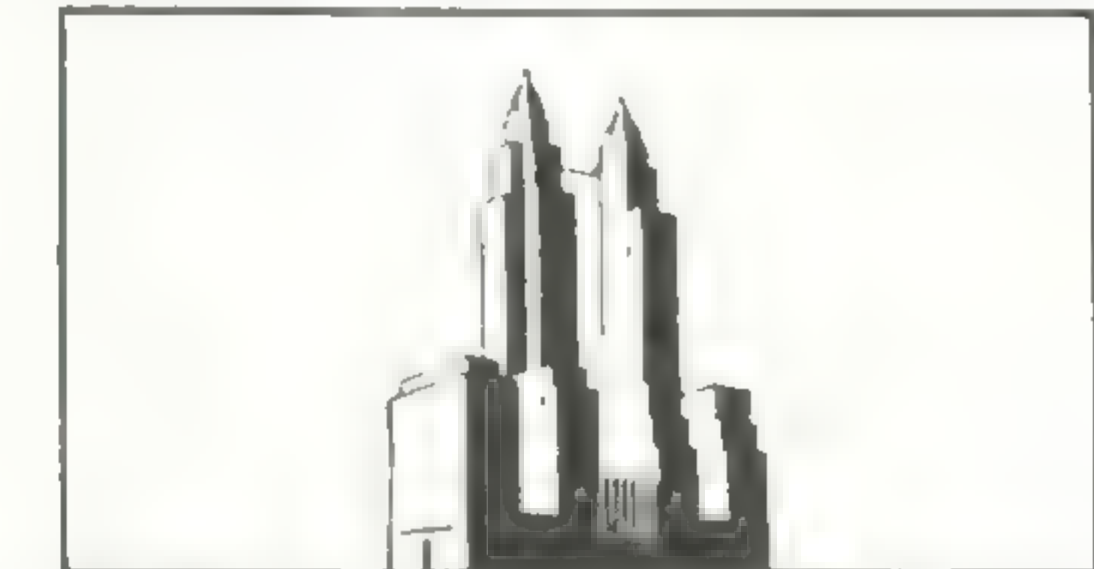
NEW YORK

New York City

The Grosvenor. On Fifth Ave. at 10th. Ideal for World's Fair visitors. 300 rooms. Quiet Upper Washington Square location. Reservations on request.

Hotel Seymour. 50 W. 45th St. Near Fifth Ave., theatres, shops, art galleries, Radio City. Quiet, refined surroundings. Single, \$3.50 up; double, \$5.00 up.

New York City



THE WALDORF-ASTORIA

Even during the World's Fair, despite demand, it will amaze you to discover how very little more it costs to stay at The Waldorf-Astoria, Park Avenue, 49th to 50th, N. Y.

NORTH CAROLINA

Asheville

Battery Park Hotel. Spring vacations in "The Land of The Sky." Scenic drives. Wondrous floral gardens. Excellent golf. Knott Mgt. Request folder "H".

The Manor and Cottages. In beautiful Albemarle Park. 2 famed golf courses, 5 minutes. Write for booklet. Albert H. Malone, Proprietor.

Blowing Rock

Mayview Manor. 4,300 ft. high in cool Blue Ridge Mts. World-famed scenery. Golf and all sports. Fireproof. Modern. May 15-Sept. 15. Folder "C".

PENNSYLVANIA

Eagles Mere

Crestmont Inn. superbly situated on Lake of Eagles (2200 ft. alt.). Golf, tennis, water sports. Distinguished clientele. Folder AH, Wm. Woods, Prop.

Hershey

Hotel Hershey. One of America's finest. Magnificent setting. Open year around. European & American plan. 4 Golf Courses. All outdoor sports.

Philadelphia

Bellevue-Stratford. One of the few World Famous Hotels in America. Rates begin at \$3.85. Claude H. Bennett, General Manager.

Pocono Mountains—Buck Hill Falls

The Inn. Four hours from the World's Fair. Most in sports. 5000-acre estate. Selected clientele. N. Y. Office: 630 Fifth Avenue, Circle 5-5620.

Skytop

Skytop Club. Socially restricted. 105 miles from N. Y. Am. Plan. Non-members write Skytop Club, or N. Y. office, 230 Park Ave. (MU 6-4000).

VERMONT

Averill Lakes

Quimby's Cold Spring Club. For the fisherman and his folk. Salmon and trout—lakes and streams—excellent stable—family vacationing—46th season.

Lake Morey—Fairlee

Bonnie Oaks Inn and Bungalows. Sports. 75 rooms with baths, fireplaces. Baby Oaks, supervised play. May-Dec. Folders. Dr. and Mrs. E. H. Page.

Lake Morey Inn and Bungalows. 100 rooms with bath. Our own 18-hole Golf Course, special rates to Inn guests. All other sports. Booklet. W. P. Lyle.

Mount Mansfield—Stowe

The Lodge at Smugglers' Notch. 1,350 ft. elevation. Select. Informal. June to October. Saddle horses; tennis; mountain trips. Golf nearby. Illustrated folder.

VIRGINIA

Richmond

The Jefferson. Richmond's distinctive hotel, recently refurbished. 50 miles from Colonial Williamsburg. Historic Richmond folder gratis. Wm. C. Royer, Mgr.

Virginia Beach

Cavalier Hotel and Beach Club. Open all year. 2 golf courses, tennis, riding, fishing, swimming pool. Roland Eaton, Managing Director. Write for Booklet W.

Dundee Inn. On the Ocean—Steamer Chais. Charming Colonial Atmosphere. Superb meals. Spring-Air Mattresses. All sports. Mary W. Boyd, Innkeeper.

BERMUDA

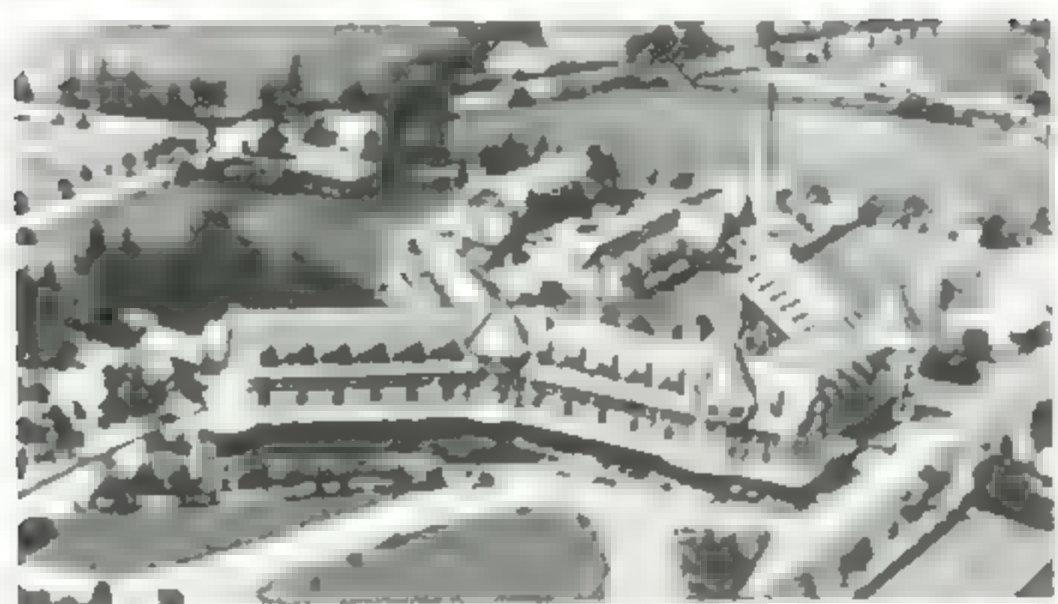
Hamilton

The Princess Hotel and Cottages. A select hotel for a selected clientele. L. A. Tworoger Co. See Travel Agt., or N. Y. Office, 500-5 Ave. 1E 6-0667.

You will find it of advantage to identify yourself as a reader of Vogue, in writing these advertisers

CANADA

New Brunswick—St. Andrews



ALGONQUIN HOLIDAY COLONY

In St. Andrews-by-the-Sea, New Brunswick, Canada . . . only 15 minutes from Maine. The Algonquin and its colony of cottages offer you 2 golf courses, 4 tennis courts, putting or bowling-on-the-green, riding, swimming, fishing! In the evening, dancing to modern swing in the gay casino . . . latest talkies! See your travel agent or any Canadian Pacific office, or write direct.

ENGLAND

Bath

The Pulteney Hotel. Esteemed for its unique character and service. Moderate terms. Same family management last 60 years. Phone 3281 2-3

London

Carlton Hotel. Pall Mall. Central heating. Famous Restaurant & Grill Room. Palm Court & Ballroom. Bathroom to every bedroom. Soft water.

Ritz Hotel. Piccadilly. Overlooking Green Park in the most fashionable quarter of London. Central heating. Famous restaurant. Grill Room and Bar.

FINLAND

Write for Booklet A and other attractive literature to Finnish Travel Information Bureau, 630 Fifth Avenue, New York, N. Y.

GERMANY

Wiesbaden

Hotel Schwarzer Bock. First-class family hotel. 310 beds. Medical bath in the hotel. Golf, Tennis, etc. Pension terms from Mk. 9. Proprietor, Th. Schaefer

SWITZERLAND

Lausanne

Lausanne-Palace-Beau-Site. Wonderful position overlooking Lake & Alps. Excel. cuis. Grill, bar, dancing. All sports. Garage. Reasonable rates. L. Poltera, Dir.

Lugano

Hotel Splendid. In Southern Switzerland. First class in every detail. Excellent situation on beautiful Lake Lugano. Family Fedele.

DUDE RANCHES

For you who like the sagebrush and the open spaces.

MONTANA

Livingston

Sixty-Three Ranch is an operating stock ranch. Riding, branding, rodeos, pack trips, fishing, swimming. Folder. P. E. Christensen.

TEXAS

San Antonio

Gallagher Ranch. Vast, historic cattle ranch open year 'round. Ride, rest, recreate. Excellent food. Completely modern. Central heating. Telephone.

WYOMING

Valley



VALLEY AND AZZ RANCHES

Established stock ranches, south of Cody, Wyo., on Shoshone River (trout fishing). Cottonwood groves, meadows, trails and flat riding, trap-shooting, tennis, large garden, Holstein dairy herd, Big Game hunting. Comfortable guest cabins, experienced men. July Pack Trip for Girls. Another for Boys. Valley Ranch N. Y. office, 346 Madison Ave., 7th floor, or Larry Larom, Valley, Wyo.

CANADA

Skookumchuck—British Columbia

S Half Diamond—operating ranch bet. Glacier & Banff. Fine horses, beautiful lake. Range & mt. trails, pack trips. Modern. Great Northern to Eureka. Bklt

CANADA CALLS YOU

....away
from the
Crowds



Vacation this Year in the Great Northland called Canada!

For a fascinating preview of Canada's far-flung vacation lands: for information and pictures that will *really* help you pick your holiday, send for a copy of "Canada Calls You". This deluxe book—specimen pages of which are reproduced above—teems with vital action pictures of this glorious northland playground of mountains, forests, lakes, streams, seashores. Its vivid coloured maps show how to get there from where *you* live, across a *friendly* border. Mail the coupon below, *today*.

CANADIAN TRAVEL BUREAU OTTAWA - CANADA



MAIL THIS COUPON

Canadian Travel Bureau, Ottawa, Canada.

☐ Please send me free copy of your 60-page illustrated book about vacationing in Canada.

☐ Please send information on.....

district, province of.....

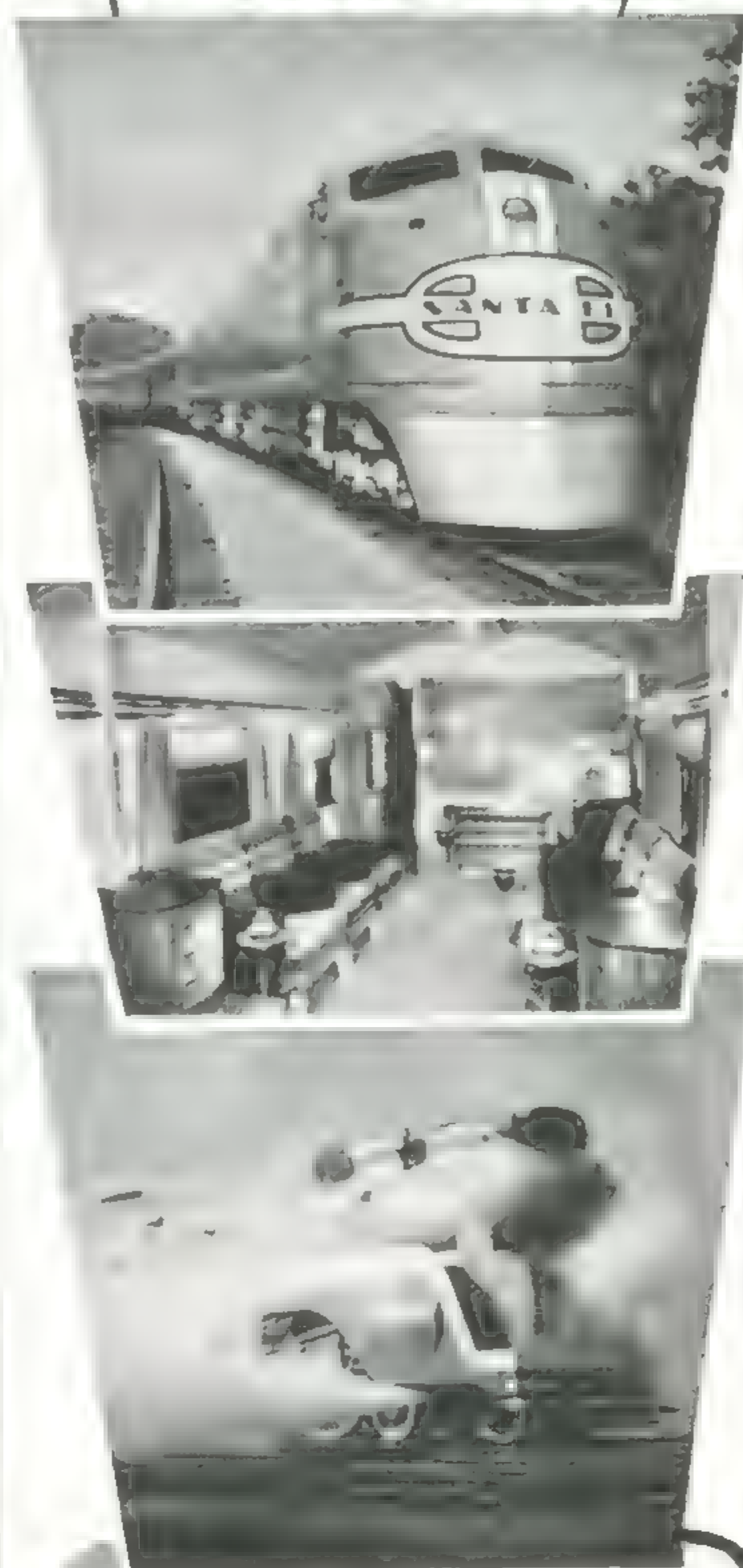
Name.....

Address.....

.....State.....

AT-239

FOR TRAVEL THAT'S
luxurious
comfortable
swift
to **california**



Santa Fe AND Super Chief

SUPERB STREAMLINED FLYERS

● For discriminating travelers who enjoy the utmost in beautiful appointments, roominess, comfort, and smooth-riding speed on trans-continental journeys, Santa Fe provides these superb ultra-modern stainless steel streamliners.

The Chief is not only the hours-fastest of all daily trains between Chicago and Los Angeles, but is also the only all-Pullman extra-fare daily streamliner between those two points.

The Super Chief is the only all-Pullman extra-fare streamliner racing between Chicago and Los Angeles in just 39¾ hours. Departure is from Chicago each Tuesday and Saturday evening.

For advance reservations on either of these magnificent streamliners, or any of the other fine trains in Santa Fe's great fleet, just get in touch with your nearest Santa Fe ticket office or travel agency.

T. B. Gallaher, P. T. M.,
Santa Fe System Lines,
1283 Railway Exchange,
Chicago, Illinois

VISIT GOLDEN GATE EXPOSITION
AT SAN FRANCISCO THIS YEAR

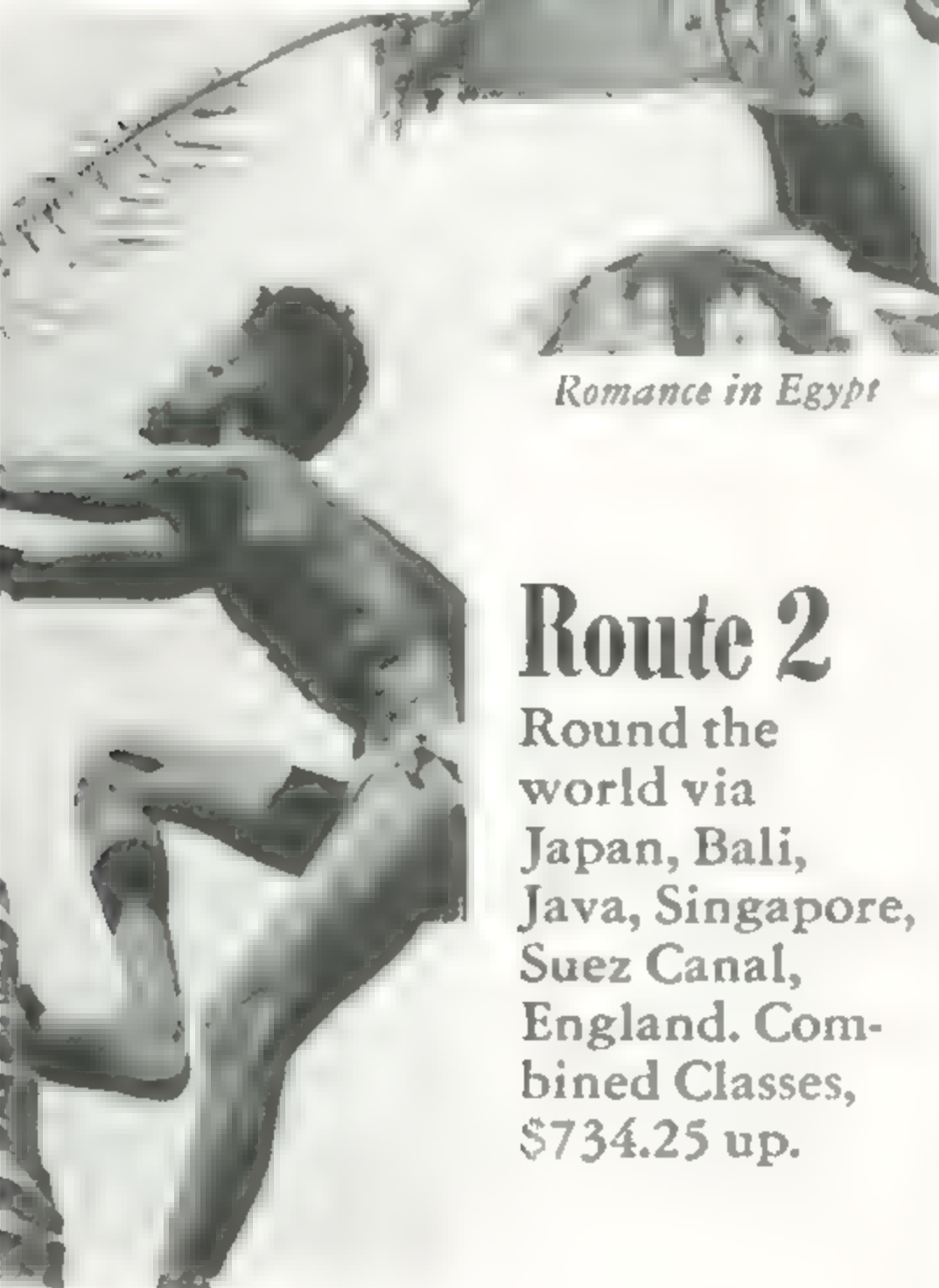
Where in the World are you going?

Get out the atlas and trace your ideal tour, east or west, around the world... then let the "World's Greatest Travel System" show you how easily, inexpensively you can go. One all-inclusive ticket, good for two years, allows you to stop over anywhere you wish en route.

Route 5

Round the world via Hawaii, New Zealand, Australia, Cape Town, London. Combined Classes, \$712.45 up.

Agile Australian



Romance in Egypt

Route 2

Round the world via Japan, Bali, Java, Singapore, Suez Canal, England. Combined Classes, \$734.25 up.

Detailed information regarding any round-the-world route from your travel agent or any Canadian Pacific office.

Canadian Pacific
World Tours

THE GOURMET'S GUIDE

RESTAURANTS—dining

DIVAN PARISIEN

17 East 45th St.
Le Restaurant Par Excellence, Cuisine Française. Famous for "Chicken Divan" and special salad.
Luncheon and Dinner
Finest vintage wines, and liquors
Air Conditioning Vanderbilt 3-7897

THE MARGUERY—RESTAURANT FRANÇAIS

270 Park Avenue—Wickersham 2-8191
Famous for the real Filet of Sole Marguery and hot hors d'oeuvres
Parisian Specialties Every Day
Luncheon—Dinner—Popular Cocktail Hour

JANE DAVIES'

145 West 55th St.
Luncheon 55c, 65c, 75c
Vintage Wines
Dinner \$1 and \$1.25
10 W. 55 FRANCES LYNN 52 E. 52
Smart Clientele, deft service, delicious food.
The Gainsborough, 222 Central Park S.
Luncheon 50c, 55c, 60c, 75c, 90c, \$1.25

ALEXANDRA RESTAURANT—8 East 49th Street.
Champagne cocktail dinner \$1.10 & \$1.50. Daily 5 to 8:30 P.M. Sunday dinners—noon to 8:30 P.M. The most talked about dining place in New York.

CRILLON, 116 E. 48th St. Completely air-conditioned. Justly famous for cuisine and cellar. Luncheon \$1 Dinner from \$1.50 in the Main Dining Room. Dollar London-Butter-Dinner before theatre in the Bar.

15 East 52nd HENRI PLAZA 3-7130
Finest food prepared in the true French manner. Luncheon \$1.50, Dinner from \$1.75. Also à la carte. Famous cocktails from 30c • Parisian cocktail lounge

THE BLUE BOWL at 157 EAST 48th ST. specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to \$1.25

KENTUCKY SERVES A MEAL
Featuring Suppers from 85c to \$1.25
Luncheon from 75c—Dinner from \$1.25 to \$1.50
Elizabeth D. Reynolds, Inc., 15 East 48th St.

MIYAKO—JAPANESE CUISINE, 310 W. 58th St. Columbus 5-0777. Famous original Sukiyaki cooked right on your table. Tempura Cuisine. Excellent luncheon and dinner. Open from 12 to 11 P.M.

LITTLE OLD MANSION—61 E. 52 St. Unusual Food Served in One of New York's Beautiful Old Houses. See our old world miniature garden. Luncheon 60c up, Dinner \$1 up. Open Sunday 1 P.M. to 8:30.

RESTAURANT MAYAN, 16 W. 51st St., Rockefeller Center. Popular rendezvous for luncheon, cocktails, dinner. Unusual atmosphere. Luncheon entrees from 60c. Dinner prix fixe from \$1.50; also à la carte. Comfortably air-conditioned.

GRAND CENTRAL TERMINAL RESTAURANT and Oyster Bar. Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from \$1.00, à la carte. Delightfully air-conditioned.

ROCKEFELLER PLAZA RESTAURANT—32 W. 50th St. Smart but informal. Plaza Room—club breakfast 60c, luncheon from 75c, dinner from \$1.00, cocktails from 25c. Old New York Room—luncheon from 75c, dinner from \$1.00, Cocktail lounge. Cocktails from 25c. All rooms comfortably air-conditioned.

24 WEST 55 ST. CAFE & RESTAURANT (Rockefeller Apartments—just off 5th Ave.). Smart, restful atmosphere. Excellent cuisine. Luncheon from 60c; large cocktails from 25c; Dinner from \$1.00. Also à la carte. Delightfully air-conditioned.

CAFE LOUIS XIV—15 W. 49th St., Rockefeller Center. Cuisine Classique, Fine Wines, American Bar. Prix Fixe Luncheon \$1.50, Pre-Theatre Dinner \$2.00, also à la carte. 5 minutes from theatre district. Comfortably air-conditioned.

CAFE CONTINENTAL, 10 EAST 52nd STREET
Cuisine Continental. Liquors and vintage wines. Luncheon \$1.00, Dinner \$2.00, Dinner music. Comfortably air-conditioned. EL 5-9144.

CHAMBORD—803 Third Avenue, N. Y. (EL 5-7180). French Cuisine for the gourmet. Novel kitchen behind glass. Cellar for "Connoisseurs". Lunch from \$1.00, Dinner from \$2.00.

DINE at
Hampshire House
Central Park South New York
LUNCHEON \$1.75
DINNER from 2.50
Also, à la carte
MUSIC • COCKTAIL LOUNGE
Air Conditioned
VINCENT J. COYLE, Managing Director

RESTAURANTS—dining

CAVIAR RESTAURANT—18 East 49th Street.
"Rendezvous for Epicureans." Direction of Antoine Dadoine. Unique cuisine, rare wines. Luncheon, cocktail hour, dinner. Wickersham 2-2221

JANET OF FRANCE, 237 W. 52 St., W. of B'way
Famous for "onion soup". Dinner \$1. up; lunch 60c. Chateaubriand steak. It's always sailing time at Janet's Ship's Bar. Open Sundays. COL 5-8717.

PATRICIA MURPHY'S Candlelight Restaurants.
The Barclay—33 E. 60th St., Manhattan
The Candlelight—114 Henry St., Brooklyn
Sophisticated American Foods

MAISON MAURICE RAVIOL, 3 E. 48 St. French cooking at its best. Quite the feeling of Paris and ideal for lunch between shopping or a theatre dinner. Excellent seafood and wines.

CAFE TROUVILLE

112 East 52nd St.
Open for luncheon, cocktail hour and dinner.
Entertainment during supper.

JOSEPH'S—46 E. 52nd St.
For many years has applied a continental cuisine to good American taste. Selected wines. Luncheon \$1 Dinner from \$1.50. Also à la carte. Tel. WI. 2-8173

THEODORE'S, 4 East 56th Street. Plaza 3-6126
One of New York's outstanding restaurants. Famous for excellent food and service.
Luncheon \$1.10. Steak Dinner \$2.00.

JIMMY'S CAFE SAVINI (Formerly 53 E. 54th. Remember Jimmy?) Open for luncheon, cocktails, dinner, supper. Specialty of the House "Chicken Tetrazzini". 39 East 49th Street. ELd. 5-8960.

WHITE TURKEY TOWN HOUSE, One University Place on Washington Square. Delicious meals served in the informal surroundings of an old Colonial inn. Luncheon, cocktails, dinner—Sundays too. In Danbury, Conn., it's the White Turkey Inn.

BARBOUR
1 West 52nd Street at Fifth Avenue.
Special three course luncheon \$60, served 11:15 to 3. Four course dinner \$1. Soundproofed. Bar and Grill.

CAFE ST. DENIS
11 East 53rd Street, EL 5-8002. A real French restaurant catering to cosmopolitan palates. Lunch from 75c. Dinner from \$1.25. Also à la carte.

AU BON VIVANT, 112 E. 55 Street.
Where congenial people enjoy an interlude of truly pleasant dining. Luncheon 85c. Dinner \$1.50. Cocktails. Everything prepared to order.

SCHRAFFT'S. Home of Fine American Cooking.
Breakfast, Luncheon, Afternoon Tea, Cocktails, Dinner, Supper, Soda, Ice Cream, Cakes, Candy, Club.
Dinner \$1.50. 38 Schrafft's in greater N. Y.

RUBY FOO'S (EAST SIDE), 161 East 54th St.
Ultra Refined Atmosphere—Finest Chinese Foods.
Luncheons 50 to 65c.—A la Carte for Dinner & Supper. Intimate Cocktail Lounge, Plaza 5-2127

CRÉMAILLÈRE "LA"
Formerly on the Roof 30 Central Park S. New 24 E. 62nd. Cocktail lounge, Cuisine and Cellar at repository. Lunch from \$1. Dinner from \$1.75. RH 4-9671.

KUNGSHOLM, 142 E. 55 St.
Famous Swedish specialties. Smörgåsbord luncheon 75c. Dinner de luxe \$1.25. Also à la carte. Cocktail bar and lounge. Music by Muzak. EL 5-8183.

4 W. 49th SUZAN PALMER 11 A.M. to 11 P.M.
No better food any place at any price. Specialties every day by popular demand. Luncheon from 75c. Dinner from \$1.00. Try the famous oyster bar.

LAFAYETTE—9th St. at University Place. Renowned for French Cuisine since 1883. Prix Fixe Luncheon and Dinner. Also A la Carte. Good wines. Dinner music. Also French Café.

RESTAURANTS—with dancing

LE COQ ROUGE—65 E. 56th St. Famous cuisine. Luncheon, Dinner and after theatre. Dancing—Entertainment. George Sterner's Orchestra and Tisdale's Trio. Reservations. Plaza 3-8887.

EL CHICO, 80 Grove St., Greenwich Village. Dine and Dance in the atmosphere of Old Spain. Spanish Revue. Open 6 P.M. to 2:30 A.M. Daily except Monday. Dinner \$1.50 & \$2.00—No Cover Charge. Minimum Weekdays \$1.50—Saturday \$2. Air Conditioned. CHelsea 2-4645—Listen NBC every week.

LARUE 17 East 58th Street. VOI. 5-6371. New York's smart rendezvous. Cocktails, dinner, supper. Air conditioned to your comfort. Eddie Davis' orchestra alternating with Joseph Smith's orchestra.

ST. MORITZ on The Park, 50 Central Park South. Dinner and supper dancing in the Sky Gardens. Home of Rumpelmayer's and Café de la Paix, America's first Sidewalk Café.

RUSSIAN BEAR—645 Lexington Ave. (54 St.). America's oldest Russian Rest. Est. 1908. Nationally famed for excellent Russian cuisine. True Russian Atmosphere. Balalaika Music. Dancing. L.L. 5-9089.

LOUNGE BAR

WHALER BAR—Madison Ave. at 38th St., N. Y. Board the whaler "Wanderer" as she gets underway with a full cargo and all hands on deck. Pull up to the captain's table and have your tot of pilot's grog. Special shoppers' luncheon from 55c.

FOOD FOR BEAUTY

HELENA RUBINSTEIN'S ZURICH LUNCHEON
715 Fifth Avenue. Where smart women learn to diet for streamlined vitality in an atmosphere of international chic. Four-course luncheon, \$1. to \$1.50

NIGHT CLUB

LEON & EDDIE'S, 33 W. 52 St. World Famous cafe-restaurant offers America's most amazing values in food and entertainment. "Six and subtle Eddie Davis heads the show. Air-cooled. Continuous Dancing. "Should be visited at least once in every lifetime."

LONG ISLAND

ROUND HILL RESTAURANT. Séjour des Gourmets. So. Huntington, L. I. Cuisine Française—Fireplace—Wines & Liquors. Open all year. 34 miles from N. Y. on Jericho Turnpike, Rt. 25. Huntington 1371

BEAU SÉJOUR, Bethpage. Off route 107. All dishes prepared to order. Luncheon on terrace dining-room overlooking gardens. Luncheon and dinner à la carte. Unusual cellar of fine wines and liquors.

LEO GERARD'S, Jericho Turnpike, S. Huntington, Rt. 25. Former private estate in woodland setting. Willy Feld's orchestra. Specializing in shore dinners and deviled crab. Old pine tap room. Hunt. 650.

ROSLYN MILL TEA HOUSE. In Roslyn on route 25A. Old Grist Mill built in 1701, replete with Colonial charm and atmosphere. Luncheon, tea or dinner on terrace overlooking harbor.

TIFFIN SHOP, INC. Franklin Ave., Garden City. Enjoy a real American dinner. Colonial atmosphere. Stop in for luncheon or tea when in Long Island's exclusive shopping area. Attractive outdoor terrace.

WESTCHESTER

ANNA HELD'S COUNTRY INN Bronx River Parkway. East of Peekskill. The unique spot in Westchester. Luncheon—Cocktails—Dinner. Visit the Anna Held Museum. Your hostess Anna Held, Jr.

NEW YORK STATE

THE TOWER INN (2 miles east of Amsterdam on Route 5, Mohawk Turnpike). Noted for thick steaks and chops, broiled over the coals. Southern chicken, fresh vegetables, crisp salads. Restful surroundings.

CONNECTICUT

SILVERMINE TAVERN, NORWALK. A Colonial inn, with charming atmosphere. Dining on the edge of the Old Mill Pond. Afternoon Tea in the Old Mill. Choice antiques on sale in the Galleries. Tel. Norwalk 88. Near the Merritt Parkway.

WAKE ROBIN INN, Lakeville, Conn. Charming country home. Broad veranda, spacious grounds, Golf, tennis, swimming, riding. Marie, the cook, tempts you with delicious Southern dishes.

THE BARNACLE, Bradley Point, West Haven. Off Route 122. Specializes in fresh lobster—also chicken & steak. Luncheon, Tea and Dinner. Fine wines and Cocktails. April into November.

CURTIS HOUSE, Woodbury—on Rts. 6 and 202. 20 mi. No. of Danbury. Famous Colonial Inn. Broiled steaks, Onion soup, Herb Salad. Cocktails. Luncheon and Dinner \$1 to \$2.50. Tel. Woodbury 212

THE CLARK STUDIOS, Noank, near New London. Off Route 1. In quaint New England fishing village. High up on hill overlooking the Sound. Outside terraces. Unequaled French and seafood dishes.

MASSACHUSETTS

THE ANCHORAGE, Yarmouthport, Mass. Route 6. Typical Cape Cod house in old fashioned garden. Delicious meals on porch or before open fires. Specialty. Austin's hot rolls. Tel. Barnstable 298.

WASHINGTON

HARVEY'S FAMOUS RESTAURANT—1107 Connecticut Avenue. Famous for notable dinners and distinguished diners since 1858. Your Washington visit should include this far-famed epicurean rendezvous in the Nation's Capital.

ROUND ROOM
YOUR
Rendezvous
Margo AT THE PIANO
150 W. 58 St. N.Y.C.
COLUMBUS 5-9091-9940
AIR CONDITIONED • OPEN ALL SUMMER

WRITE FOR THESE BOOKLETS

You can simplify your shopping and learn more about many products advertised in *Vogue* by writing to the addresses listed below for these booklets. They're all free unless otherwise indicated.

Household Trousseaux

GUIDE FOR THE BRIDE is Wamsutta's new booklet, rich with information for the bride selecting her linen trousseau. It will help her decide how many sheets and pillow cases she should have whether her home is to be small or large. WAMSUTTA MILLS, DEPT. V, NEW BEDFORD, MASSACHUSETTS.

BATES BEDSPREADS are designed for all periods of decorations. No matter what style you have selected—Early American, 18th Century, Victorian, Modern—this booklet will show several bedspreads for your room. There are also helpful colour suggestions. For your copy, write BATES FABRICS, INC., DEPT. V, 80 WORTH STREET, NEW YORK CITY.

THE BRIDE SELECTS HER TABLE SILVER and via this new Lunt Silversmith's booklet your problem of selecting silver is made easy. In it, you will see all the Lunt patterns and be given suggestions as to their suitability to definite types of rooms. Please send six cents with your request to LUNT SILVERSMITHS, DEPT. E-19, GREENFIELD, MASS.

FRANCISCAN WARE AND CATALINA POTTERY are described in a new folder; colours, shapes, and prices are given. For your copy of this and the name of the store nearest you, write GLADDING, McBEAN & Co., DEPT. 5-E, LOS ANGELES, CALIFORNIA.

ALVIN STERLING SILVER PATTERNS each have a descriptive folder with price lists. Write for folders on the patterns in which you are interested: Chased Romantique, English Rose, Maytime, Mastercraft, Bridal Bouquet, Maryland, Della Robbia, Romantique. ALVIN SILVERSMITHS, DEPT. V, PROVIDENCE, RHODE ISLAND.

Wardrobe

A NEW ADVENTURE IN BEAUTY is Flexees' new booklet in which "Shadowgraphs" tell you which figure type is yours and what foundations you should wear. FLEXEES, DEPT. V, 417 FIFTH AVENUE, NEW YORK CITY.

"SHEERS LAST LONGER and look lovelier," Berkshire's new booklet tells you, if you buy them, wash them, and wear them wisely. Learn about stocking care from this booklet. BERKSHIRE KNITTING MILLS, DEPT. V, READING, PENNA.

AN UP LIFTING STORY by Edith Lances tells of the origin of her "Sculptural bra" in the first days after the "boyish figure" era. It describes the features of her effective up-lift brassieres. EDITH LANCES, DEPT. V, 17 WEST 57 STREET, NEW YORK CITY.

FOOT REST SHOES are illustrated in a new folder. A list of Foot Rest dealers is also included. THE KRIPPENDORF-DITTMANN Co., DEPT. V, 373 E. SEVENTH, CINCINNATI, OHIO.

RECIPES FOR FIGURE BEAUTY is the new Le Gant booklet that illustrates foundations for all figure types. WARNER BROTHERS, DEPT. V, 200 MADISON AVENUE, NEW YORK, NEW YORK.

Beauty

WINNING WAYS WITH PERFUME is Coty's booklet that tells you how to choose perfume wisely and how to use it wisely! The well-known Coty perfumes, including the floral fragrances, are described. COTY, DEPT. V, 714 FIFTH AVENUE, NEW YORK, NEW YORK.

GUIDE TO AMERICAN BEAUTY by LEIGH gives a brief history of these fine preparations. Recommendations for dry or oily skins will help you select the creams and lotions your skin needs. LEIGH CHEMIST, INC., DEPT. V, 730 FIFTH AVENUE, NEW YORK, NEW YORK.

CHANEL PERFUMES are described and illustrated in an attractive booklet that will be sent to you free. CHANEL, DEPT. V, 35 WEST 34TH ST., NEW YORK CITY.

THE CORRECT WAY TO MANICURE is a twenty-page book by LaCross that gives you all the steps in an authentic manicure. The fine LaCross hand beauty aids are described and illustrated. SCHNEFEL BROS., DEPT. V, 682 SOUTH 17TH STREET, NEWARK, NEW JERSEY.

Travel

AUSTRALIA is a tremendously informative booklet on this interesting continent. You are told about routes and fares to Australia, as well as tours while there and other valuable general information. AUSTRALIAN NATIONAL TRAVEL ASSOCIATION, BOX A, 510 WEST 6TH STREET, LOS ANGELES, CALIFORNIA.

THE ROMANCE OF SCOTLAND. You will capture some of the romance of Scotland in this booklet—in its lovely photographs and the interesting article by Maurice Walsh. For your copy, write ASSOCIATED BRITISH AND IRISH RAILWAYS, DEPT. 7, 9 ROCKEFELLER PLAZA, NEW YORK CITY.

FINLAND FOR HOLIDAYS is brimful of pictures of this beautiful country. In addition, there are outlines of six tours you may take. FINNISH TRAVEL INFORMATION BUREAU, BOOKLET O, 630 FIFTH AVENUE, NEW YORK CITY.

FRANCE. A beautiful booklet contains a brief history of the architecture of France, with many photographs. Maps of the railways, spas and resorts, and famous cities will be particularly helpful. FRENCH NATIONAL RAILROADS, DEPT. V, 610 FIFTH AVENUE, NEW YORK CITY.

NORTH CAROLINA, its beautiful coast country, the Piedmont region, and the unsurpassed mountain resorts, is the subject of a beautifully illustrated booklet that will be sent to you free. GOVERNOR'S HOSPITALITY COMMITTEE, 2016 STATE OFFICE BLDG., RALEIGH, N. C.

BANFF GOLF COURSE. This mile-high golf course is pictured hole by hole in a new booklet. It also includes information on the Banff Springs Hotel. CANADIAN PACIFIC, DEPT. V, 344 MADISON AVENUE, NEW YORK CITY.

THE AMERICAN TRAVELLER IN EUROPE is an interesting book on independent travel in Europe. Valuable information on reservations, travel funds, and American Express service abroad is included. Suggested itineraries make this booklet particularly valuable. For your copy, write AMERICAN EXPRESS, DEPT. V, 65 BROADWAY, NEW YORK, NEW YORK.



AIR-CONDITIONED ROOMS AND SUITES FOR WORLD'S FAIR VISITORS

Just as surely as air-conditioning enables you to regulate the exact temperature of your St. Regis room, so, too, may you regulate the course of your own life at the St. Regis. For it is a primary rule that the service of this hotel must match in minute detail the service of a well-ordered private residence.



"We Really LIVE in New Jersey"

Say Mr. and Mrs. H. L. Machado

"WHILE spending my summer, 100 miles from New York in a nearby State where I could enjoy my horses, I noticed an advertisement of an estate located in Northern New Jersey. Upon answering this advertisement I was impressed with the surrounding country, its beautiful hills and views and wonderful bridge paths. I chose an old house on twelve and one half acres for the beauty of its setting and immediately proceeded to enjoy remodeling it to suit my needs. The estate meets all of my requirements, giving me the pleasures of country life, less than one hour from my New York office."

New Jersey is a Good Place to LIVE... to WORK... to PLAY!

Do you seek a country estate, suburban home, farm or cottage at the lakes or seashore? You can buy or rent with confidence through members of the New Jersey Association of Real Estate Boards. They are competent realtors whose able counsel will prove invaluable in finding the right property at the right price.

"Treasure Hunting in New Jersey" is the title of a beautifully illustrated booklet that opens the door to New Jersey's unlimited opportunities for the home-seeker.

No Personal Income Tax in New Jersey



TH-2

NEW JERSEY COUNCIL

State House, Trenton, N. J.

Please send me your free booklet, "Treasure Hunting in the Garden State"

Name

Address

City

State





...for Brides of every year

House & Garden's HOME FURNISHING Double Number

Whether you're starting from scratch to furnish a new home, or are simply freshening up your present one . . . whether you're celebrating your wedding or your silver anniversary . . . turn to House & Garden's Spring Home-Furnishing Manual for dozens of bright, new ideas! It's a separately-bound section of the May Double Number.

Here you'll see the loveliest new furniture, kitchenware, china, glass and silver . . . things you can find *right now* in stores throughout the country. Here, too, are new color schemes, new furniture arrangements, new window and floor treatments. In short, here's a veritable treasure house of practical advice—whether you desire to economize gracefully in furnishing a small apartment or spend with distinction in outfitting a large house.

This Spring, let House & Garden's Manual for Home and Bride help you find the best home-furnishings for what you want to spend.

HOUSE & GARDEN'S May Double Number

at your newsstand now—35¢

Also in the May Double Number

Summer Preparations

For the Garden:

Feature article on dahlias.

For the Grounds:

Terraces, foundation planting; care of trees.

For the House:

Ideas for cool decoration; turn-about-rooms.

For Your Vacation:

North Cape cruise; Canadian and Swiss resorts.



Look! THERE'S NOTHING TO IT . . . "

Banish all thought of summer spread, of curves run rampant in the heat wave months. Vassarette brings you a new light, airy, firm foundation to keep your figure...cool. A Girdle and an All-in-One in Vassarette's new lockstitched "Lastex" fabric, that's both sturdier and softer. And so porous, it feels like nothing more than a cool astringent. The All-in-One pictured, with formal back and new Full-Fashioned Bustline, \$7.50. Its twin in a Girdle, \$5. Write for picture booklet and name of nearest store. Vassar Company, 2551 Diversey Parkway, Chicago, Illinois.

UNDERNEATH IT ALL...A

Vassarette

COPYRIGHT 1939, BY VASSAR COMPANY

MANUFACTURED UNDER PATENTS 1863497, 1965866 AND 2121489

Kedettes make news

REG. U. S. PAT. OFF.



Kedettes
Blucher
Oxford. All
white; all sand;
light blue with navy;
and sand with copper.
Cuban heel.



Kedettes
Heel-Hi Peasant
Oxford. All white;
white with navy, red
or brown; and sand
with copper.



Kedettes Open-Toe
5-Eyelet Oxford.
All white; navy with
white; sand with copper, red, navy
or green; and flower print with
white, navy, red or green. Cuban heel.



Kedettes
Spectator
Oxford. All
white; white with
black, brown or navy;
and sand with copper,
green, red or navy.
Cuban heels.



Kedettes Tyrolean Moccasin Oxford.
All white; white with navy, green,
brown, black or red;
sand with copper; and
light blue with navy.
College and wedge heels.



Kedettes
Yeomanette Oxford.
Gray, white, navy, green,
red, burgundy and brown.
Wedge heel.



Kedettes Open-Toe
Sandal Tie. All
white; navy or red
with white; light
blue with navy;
and copper
with sand.
Dutchboy heel.



\$2.45—\$1.95

*They are not KEDETTES unless the
name KEDETTES appears in the shoes.
29 color combinations in 24 different styles.*



United States Rubber Company

1790 Broadway, New York

U. S. Tire Program
Wed. Eve. C B S

"FASHION MINIATURES" ARE ON DISPLAY AT A LEADING STORE IN YOUR CITY



(Left) Sue wears a "little girl" dress of polka dotted rayon, with pique collar and cuffs. Side placket closes with a Talon slide fastener.

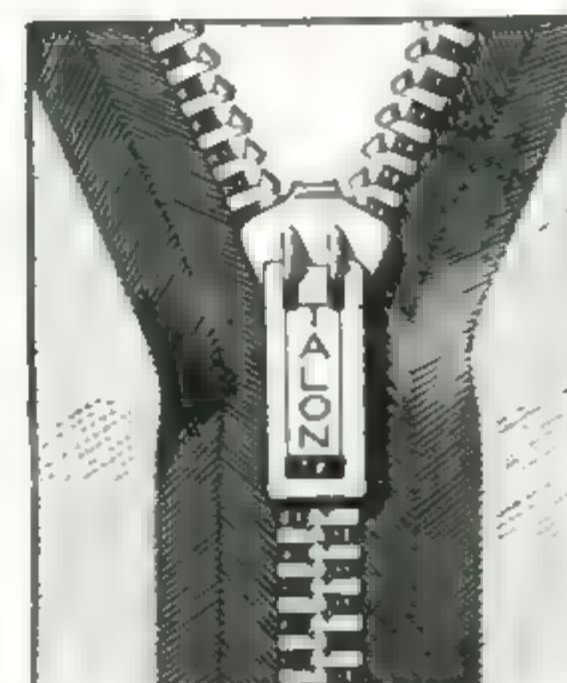
(Right) Susie keeps cool in a two-piece linen, scallop embroidered around the edges. A Talon fastener closes the skirt placket securely.

★ *Pinched in for Fair...* WITH TALON PLACKET FASTENERS!

Reg. U. S. Pat. Off.

Your waist has a tiny, spanned-by-two-hands look. But never a sign of "gap-osis"—a popping, untidy placket. For a Talon fastener is on the job!... This is the slide fastener that's smooth, secure, unobtrusive as a seam... the fastener that's proved reliable on millions of dresses. Be sure to "take a second look" for the name "TALON"—*always!*

TALON PLACKET FASTENER ★ MADE BY TALON, INC. ★ MEADVILLE, PA.
Reg. U. S. Pat. Off.



JUNIOR MISS DRESSES

* * *

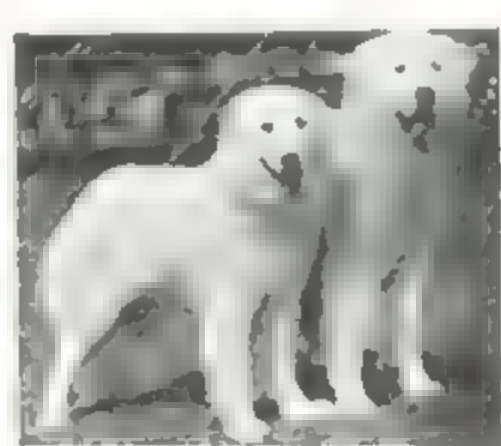
These dresses are available in sizes 11 to 17. For information where they may be purchased, communicate with New York Office, Talon, Inc., 71 West 35th Street, New York City.



This little dog with his fox-like head and brush is as clever as Reynard himself. But he has character and conscience that come only in a breed which has been associated with man for a thousand years and more.

CARDIGAN WELSH CORGI

Write for any further information you may wish to Mrs. Henry F. Price, Sec'y, Cardigan Welsh Corgi Club, Robinscroft, Riverside, Conn.



Great Pyrenees and Welsh Corgis

Attractive, well bred puppies of both breeds available.
Cote de Neige Kennels reg.
W. Stockbridge, Mass.
Tel. 34-15 Box V

Great Pyrenees

La Colina Kennels
Dr. & Mrs. F. W. Seward
New Hampton
Orange County
New York
Telephone Goshen 15



The Great Pyrenees

The ideal dog for American Country Homes
Affectionate, intelligent companions for children
Puppies of distinction for sale from the largest and oldest kennels of the breed in America.
BASQUAERIE KENNELS, Reg.
Mr. & Mrs. Francis V. Crane
Owners
124 South St., Needham, Mass.
Tel. NEEDHAM 0080

Old English Sheepdogs of Quality

Bred for Type, Reared for Health
Puppies, older stock, and champions at stud.
CLEOFTAEGL KENNELS
Miss Edith Buckingham
Sudbury, Mass. Tel. 168



NORWEGIAN ELKHOUNDS

Breeders of Eight Champions

We offer puppies worthy to become champions.

Vindsva Kennels
Route 3, Winchester, N. H.

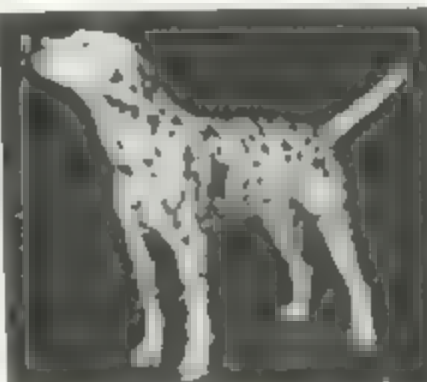


Ch. YAKKER AV VINDSVÅL

DALMATIANS

2 male & 3 females by Meteor For Sale.
Also several older.

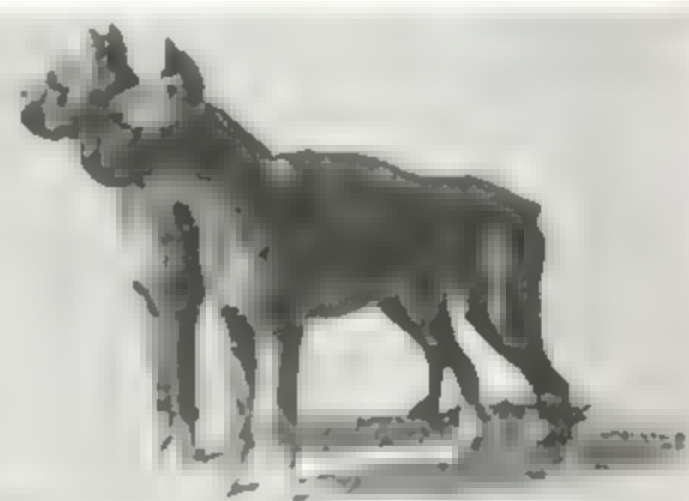
A. E. BONNER
Coopersville, Mich.



Cress Brook Meteor

EIGHT BREEDS

Specializing in high class Trained Dogs



Great Danes
Dachshunde
(Black & Tan—Reds)
Doberman Pinschers
German Shepherds
Medium Schnauzers
Giant Schnauzers
Boxers
Rottweilers

If you want a trained dog or a nice puppy, write us
WILSONA KENNELS
Gen. H. Wilson, owner
Rushville, Ind.

MAZELAINE BOXERS

For Discriminating People



Ch. Dorian

A wide selection of choice puppies from the breed's most outstanding sires and dams. Puppies you will be proud to own and exhibit.

MAZELAINE KENNELS

Mr. and Mrs. John P. Wagner
1230 No. Edison Street, Milwaukee, Wisc.

DACHSHUNDE (Smooth)

Puppies usually available.

Pommel Rock Kennels
Cliffdale Rd.
Greenwich, Conn.
Phone: Greenwich 2293



Ch. Argo v Lindenbuhl

LA SALLE

German Shepherds

have achieved national and international recognition.
Dogs trained as GUARDIANS, WATCH DOGS or "EYES FOR THE BLIND"; also some splendid puppies; now available.

J. L. SINYKIN
2220 University Ave., St. Paul, Minn.

Siamese Cats PURACHATR CATTERY

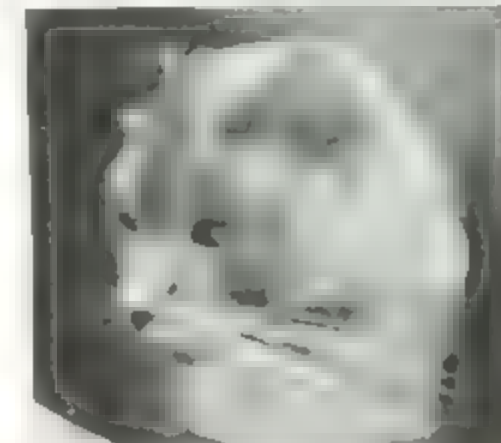
Reg. C. F. A. No. 695
Located at Pine Street, Bar Harbor, Maine. Address owner, Miss L. S. Frith, 311 East 72nd St., New York City, N. Y.



Seal Point Siamese

Young Cats by Double Champion
SIAM'S CHIEF
Noda-Purachatr

Also Kittens
Now Available



Blue Point Siamese
Double Champion
Siem's Chief Noda-Purachatr

KEESHONDEN



English Ch. Halanke of Exelode van Sandar

Puppies Available

VAN SANDAR KENNELS
Mr. and Mrs. Richard Fort
Green Arbors, Locust Valley, L. I., N. Y.
Telephone Glen Cove 2670

THE DOG MODE



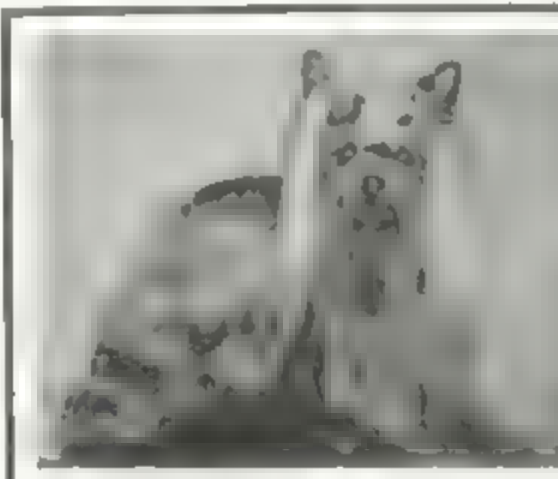
A general view of the polo-field at Giralda Farms, where the Morris and Essex Kennel Club Show is held

WORLD'S FAIR DOG SHOW

ALL May Dog Shows have a gala quality, shared alike by spectators, owners, handlers, and even, apparently, by the dogs themselves. And each year, the spring show season has for its climax the largest and most colourful of all America's three hundred or so dog shows—the brilliant Morris and Essex Show staged on the green of the polo-field at Giralda Farms, Madison, New Jersey, the last Saturday in May.

With the Trylon and the Perisphere casting their shadows over the whole of 1939, it seems fairly logical that this year's Morris and Essex, on the twenty-seventh, should be dubbed the "World's Fair Show," and that it should do full justice to the rôle. Such a show as Madison could never be staged at the Fair, where the physical layout itself would present severe handicaps even to the most diligent show-giving organization. But Morris and Essex is close enough to the site of the Fair to allow almost any one to take in both on the same trip. Too, the word has spread abroad, and foreign fanciers, with an eye to both attractions, have arranged tours with a convenient itinerary.

The first Show of the Morris and Essex Kennel Club was designed as the beginning of a series that would appeal especially to regular bench-show followers. The design included the best possible judging, the utmost in efficient administration, a general spirit of informality and cooperation, and sufficient material reward to counterbalance the expense



Ch. Miss Wynum

YORKSHIRE TERRIERS

Puppies and Grown stock. Also outstanding show prospects. Reasonable.

A. Mills, Passaic Ave.
Roseland, N. J.

IRISH TERRIERS

Two males and one female, six months old, sired by Ch. Galtie Rover. Dam by Ch. Better'n Ever. Also two males four months old, sired by Int. Ch. Newtownards Aristocrat. Dam also by Ch. Better'n Ever.

INDIAN GRASS KENNELS

Marian K. Hersey
New York City telephone MA 4-1025

SEALYHAM TERRIERS

Puppies
Young Dogs

Slantacre Kennels
1116 Hales Bldg.
Oklahoma City, Okla.



Sealyham Terriers

Typical puppies bred for quality and intelligence.

Raycrest Kennels
M. BOYLE

9106 So. Lowe, Chicago, Ill.
Triangle 5336



OF VOGUE



In the late afternoon, interest is concentrated on the judging of the Variety groups and Best in Show

to exhibitors coming long distances. Under the leadership of Mrs. M. Hartley Dodge, on whose estate the Show is held, and her associates, Madison has enjoyed a phenomenal growth. Judges have always been the best from this country and abroad. This year's group is of the same high standard.

As at the previous Madison Shows, the dogs will be permitted to move about the grounds under the surveillance of their owners or handlers. This appears rather a boon to the easily-fatigued observer, who, instead of taking the trouble to wander from tent to tent, looking at the variety of canines, can see almost as many by camping in a comfortable spot and merely watching them amble by.

The long white show tents will stand guard around the borders of the polo-field, two of them sheltering the trophies and the luncheon facilities. The centre ground will be carefully portioned out for the judging of the various breeds. The extended parking-fields will be in their usual accessible spots, so that the thousands of cars will be able to manoeuvre with the least possible difficulty.

Every consideration has been used in the plans for the many visitors, and the exhibitors will find that the preparations are fine examples of foresight. Stickers given them for their cars will indicate the entrance that will bring them nearest to the place where their dogs are benched.

The judging list is headed by William Pym, of Vancouver, British Columbia. The final contenders will be selected by six equally competent officials. Harry E. McTavey will do the Sporting Dogs; Dr. Thomas D. (Continued on page 36)



German Sieger and American Ch. Apollo v. Rougang of Waldeck won American Championship at six shows in the fall of 1938.

SAINT BERNARDS OF DISTINCTION

Also PEKINGESE—COCKER SPANIELS—HUSKIES

In the St. Bernard we find the true nobility and the character that have long made these Saints of the Frozen Alps companions and friends of men. . . . The Merry little Cocker smallest of our gun dogs makes a faithful and intelligent comrade. . . . A toy, the Pekingese is independent and regal in every gesture. . . . Cold weather and long association with man have made the Husky not only a strong, active and enduring animal but a first-class companion. . . . Here at Waldeck we have puppies, youngsters and grown dogs of these four breeds. They will make grand companions and utility dogs. It is their conformation and trueness to type that has made the Waldeck show record so outstanding in 1938.

WALDECK KENNELS

Kennels: Route 7, Ridgefield, Conn.
E. L. Winslow, owner

Address All Mail—P. O. Box 159V, Stamford, Conn.
Telephone Ridgefield 93

The Pekingese, Ching Wee Pan, Best of Breed at New Haven; First Toy Group, Norfolk, 1938.

The Cocker Spaniel, Alderbrook Cliff of Waldeck, a son of the famous Ch. My Own Roderic.



**HAVE YOUR DOG TRAINED
BUY A TRAINED DOG**

Under personal supervision of Mr. Joseph Weber, formerly with Police Dept. of Berlin

WEBER'S TRAINING SCHOOL
Princeton New Jersey
Route 1 & 26 Tel. 499

(Dogs Boarded)

WELSH TERRIERS

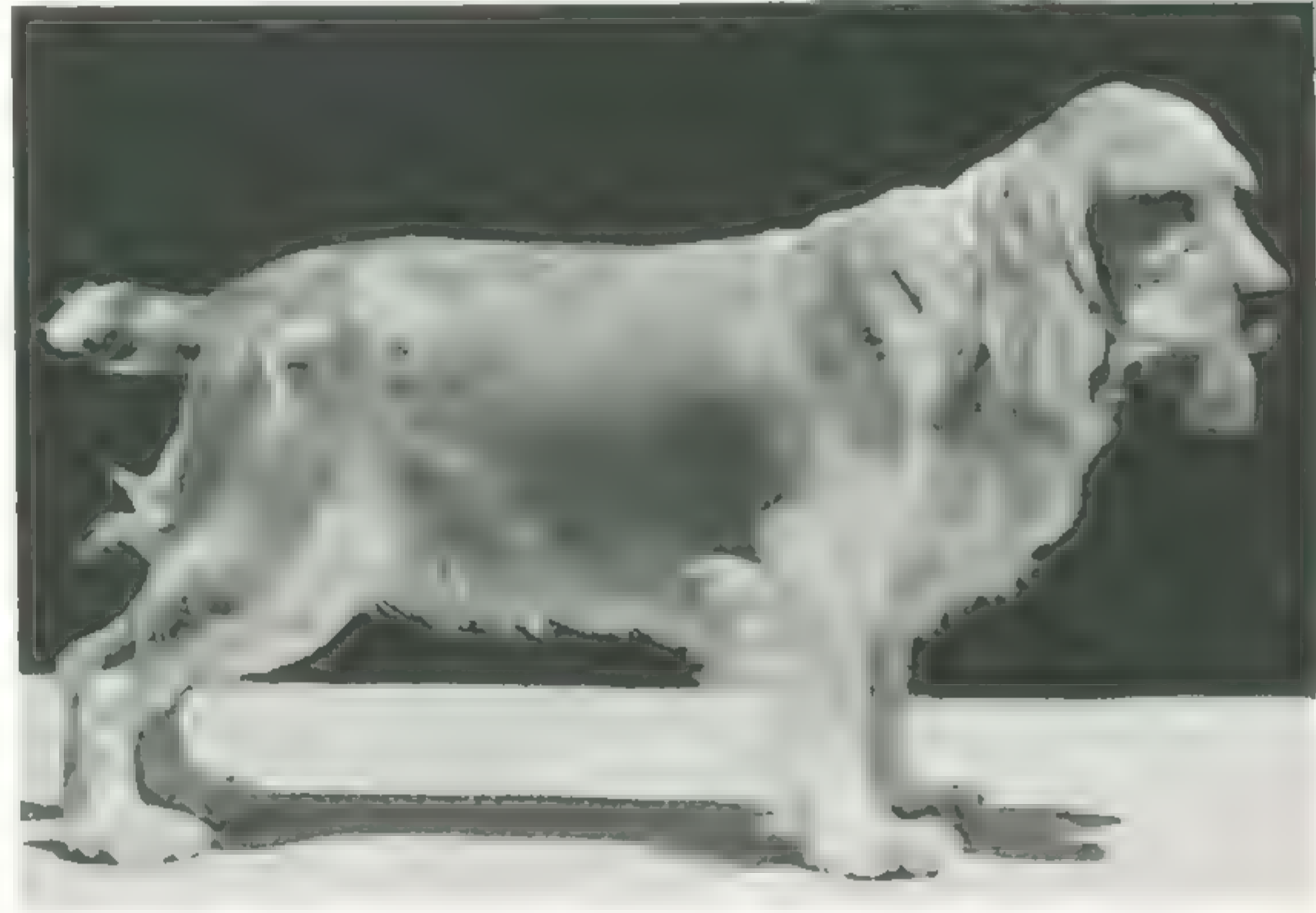
Dogs of
Distinction



CH. AMAN SUPERB OF HALCYON

Winners of Warwell Trophy
for Best Welsh Terrier, 1938

HALCYON KENNELS
P. O. Box 281 Goshen, New York
Tel. Goshen 154



VITAMIN STARVED?



VITAMIN SHORTAGE may cause lack of pep, digestive trouble, poor bone formation, dull, thin coat. Enrich your dog's meals with Fleischmann's Yeast for Dogs—adds Vitamins B, G and D. Dogs love it. Get Fleischmann's today!



In cans: 3½ oz., 25¢; 8 oz., 50¢; 1 lb., 85¢; 5 lbs., \$3.50; 10 lbs., \$5.50; 25-lb. drum, \$12. All prices delivered. If your dealer hasn't it, write Standard Brands Inc., Dept. V-2, 595 Madison Ave., New York.

Copyright, 1939, Standard Brands Incorporated

GREAT DANES

Exceptionally well raised puppies and grown stock for sale.

PLANETREE KENNELS (reg.)

5450 Encino Avenue Encino, California



Thanks to DUPLEX DOG DRESSER

Miss Glamor Girl Canine will be introduced by her guardians at Morris and Essex, dogdom's most brilliant affair. She is hailed as the belle of the season.

In a recent interview with Miss Bark, society editor of the Bow Wow Courier, Miss Canine modestly confessed that she owes her charm to regular care with the Duplex Dog Dresser and other Duplex grooming accessories.

DUPLEX DOG DRESSER, Mystic, Conn.

Enclosed find \$..... for which please send me the articles as checked. Send Check, Money Order or C. O. D.

- | | |
|---|--------|
| <input type="checkbox"/> Duplex Dog Dresser..... | \$1.00 |
| <input type="checkbox"/> Additional blades, 5 for..... | .50 |
| <input type="checkbox"/> Indiv. Charts, Name Breed..... | .25 |
| <input type="checkbox"/> Nail Nip..... | 2.00 |
| <input type="checkbox"/> Duplex File..... | 1.00 |

Name.....

Address.....

Town..... State.....

Money back if not satisfied, Div. Durham Duplex Razor Co.

THE DOG MODE OF VOGUE



Staged under ideal conditions, Madison never ceases to have a fascination for even seasoned exhibitors

(Continued from page 35) Buck, the Hounds; Alva Rosenberg, the Workers; Walter H. Reeves, the Terriers; Lewis S. Worden, the Toys; and George S. Thomas, the Non-Sporting Group.

To carry off the entire one-day show on schedule, a corps of sixty other judges has been selected to dispose of the seventy-nine other breeds that have been accorded official classification. Eight of the sixty have been summoned from overseas to do that many breeds. Mrs. L. M. Bentley, from Surrey, will name the Best English-type Cocker Spaniel. Mrs. Nadene K. George has been selected to do Collies; while the Reverend W. B. C. Buchanan, of Kilmarnock, Scotland, will choose the best of the Old English Sheepdogs, and Arthur Zane, of Honolulu, will judge German Shepherds. The task of judging the Airedales, the Kerry Blues, and of awarding Best of Breed in Foxterriers has been given the Hon. Justice Hanna of the Irish Supreme Court. Mrs. Cecile Rudland, of Surrey, will judge the Cairns; Miss V. F. Benson, the Sealyhams; and the final English official, Mrs. Cecil Barber, who will judge Poodles.

From the standpoint of both exhibitor and casual spectator, there is ample reason for referring to Morris and Essex as the "World's Fair" Show.

—KENYON KILBON

CARILLON KENNELS POODLES

Mrs. Whitehouse Walker
Bedford Hills, N. Y.
Tel. Mt. Kisco 6010



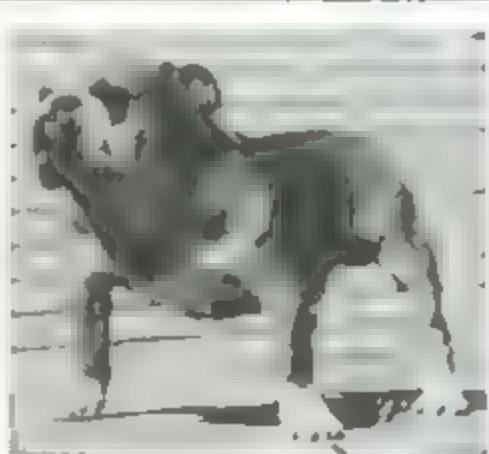
Lowmont Kennels Greenwich, Conn. STANDARD POODLES

M. McCreery
A. Hogue



BULLDOGS

Famous International
Winners
See A.K.C. BLUE
BOOK, page 47
Choice, Champion Bred
Puppies Occasionally For
Sale
Mrs. Millard C. White
5025 Brookdale Ave.
Oakland, Calif.



Ch. Cragman Buckshot

PEKINGESE MERRICKA KENNELS

Mrs. Philip M.
Schaffner
80 Byron Road
Merrick, L. I.,
N. Y.
(Freeport 867)



Don't Spay and Spoil Your Female Puppy USE CUPID CHASER to Keep Dogs Away While Females Are in Season

• Harmless, Simple, Successful. Wash off Before Mating. Satisfaction or Money Refunded. No Red Tape. Use TOM-SCAT for female CATS. Ask your dealer or send \$1 for either product.

PIERPONT PRODUCTS CO., Dept. V
312 Stuart Street Boston, Mass.

Even Dog Stains Months Old K-NINE Quickly and Permanently Removes

A remarkable solution for removing dog urine and nuisance stains from rugs and upholstery. Easy to use—harmless to rugs and hands. Destroys all odor. Restores color and luster to fabric. Sold with money back guarantee. 8 oz. can \$1.00—cash or C. O. D.
K-Nine Products, Dept. R, 1440 Broadway, N. Y.

Now You Can WORM YOUR DOG

as Successfully
as an Expert
For Only 50¢

WITH Pulvex (Combination Treatment) Worm Capsules, you can free your dog of Tape, Round (Ascarid) and Hook Worms... or any combination of the three! Dogs frequently have more than one kind of worm at the same time.



No previous worming knowledge or experience needed. Each package of Pulvex Combination Treatment Worm Capsules contains two types of capsules which, given a few days apart, positively expel any one or all of these three kinds of worms. Two types of capsules are included in the package because—

NO KNOWN SINGLE CAPSULE CAN EXPEL ALL 3 KINDS OF WORMS. Whenever you use a specific Tape Worm Capsule or a specific Round and Hook Worm Capsule, you may be dosing for the wrong kind of worm or worms. Pulvex Combination Treatment Worm Capsules expel all three kinds of worms, thereby enabling you to worm your dog thoroughly.

Worming your dog at home spares him the ordeal of strange handling, strange surroundings—and saves you 50% to 80%. Demand Pulvex (Combination Treatment) Worm Capsules—the only treatment in one package that expels Tape, Round (Ascarid) and Hook Worms. Packaged two ways: for dogs and puppies 10 pounds or more; for puppies and dogs 10 pounds or less. Either package, 50c. Double size packages, 75c. At pet, drug and dept. stores.



PULVEX COMBINATION TREATMENT WORM CAPSULES

- Cedar Bedding (shavings shipped in bags)
Drives away fleas, doggy odors, fragrant.
15 lbs., \$1 50 lbs., \$2 100 lbs., \$3
 - Cedar Bedding (ribbons cut shipped in bags)
25 lbs., \$2 50 lbs., \$3 100 lbs., \$5.75
 - Reed Dog Bed (Oval shape sturdily built)
Includes cushion to fit bed
17 x 22, \$3 18 x 24, \$3.25 19 x 26, \$3.50
Slip covers to fit any cushion 75c each.
Sanitary, attractive.
 - Cedar Pillows (Hoopstap, aromatic)
18 x 24, \$1.40 24 x 30, \$1.75 30 x 42, \$2.50
Slip covers to fit these sizes 80% of above prices
 - Cedar Mattresses (Box style, tufted will hold its shape)
18 x 24, \$2.50 24 x 30, \$3.50 30 x 42, \$4.50
Slip covers to fit these sizes two-thirds of above prices
- NATIONAL SAWDUST CO., Inc.
71 North 6th St., Brooklyn, N. Y.

After You, Your Dog's Best Friend

DIXIE DOG-DIP

KEEPS DOGS
HEALTHY - HAPPY - COMFORTABLE
with less effort on your part. Famous pine oil dip cleanses, kills fleas, brightens coat and banishes doggy odors in one operation. Does away with soap and messy lathering. One quart makes 50. Can be used repeatedly.

Pints 60c; Quarts \$1; Gallons \$2.50
Sent postpaid anywhere in U. S. A.

GEORGIA PINE TURPENTINE CO.
Division B, Fayetteville, North Carolina

"NO PILLS FOR ME"

I get a Teaspoonful P.H. Powder in my feed Twice Weekly
Manufactured by Perry & Hope
Glasgow, Scotland
1½ lb. tin, \$1.75, postpaid
Order from the following:
St. Louis Seed Co., St. Louis, Mo.

Free to HORSE OWNERS

Why pay fancy prices for saddlery? Write for free catalog that has saved real money for thousands of horsemen. Contains over 40 bargains in English Saddlery. I ship saddlery on approval. Write today.
"Little Joe" Wiesensfeld Co., Dept. 9
112 W. North Ave., Baltimore, Md.

Chart your Holiday Course with
VOGUE'S
TRAVEL NUMBER



- ✓ *Where to go—*
- ✓ *what to wear—*
- ✓ *what to do—*

The wanderlust may not have struck you yet— but it will! So make your preparations now with Vogue. The May 15th issue brings you an exciting collection of new scenes to explore—old ones to re-discover. But, no matter which place you decide to visit, remember that how you go is just as important as where you go. Vogue shows you the perfect clothes to wear en route—the ideal wardrobe to carry with you. It tells you the amusing things to do—and how to do them smartly.

So, whether you're flying to Alaska for a bit of salmon fishing, or driving to the nearest beach for a swim, don't miss . . .

The MAY 15th Travel Number of VOGUE

AT YOUR NEWSSTAND MAY 10th

Boys' Camps

KIAMIKA CANOE CRUISE

Canoe expedition into wilds of Quebec, through virgin timber, lakes, streams. Boys over 12. Experienced staff, doctor. Water sports, photography, fishing. July 6th to August 26th. Mr. H. V. KLEP. RIVERDALE COUNTRY SCHOOL, RIVERDALE, N. Y.

WASSOOKEAG

The School-Camp for boys who desire a summer session in a camp setting. Accredited to schools and colleges. Complete land and water sports program for junior and senior groups. A summer can save a year. LLOYD HARVEY HATCH, DIRECTOR, DEXTER, ME.

KAMP KAATERSKILL

Pownal, Vt. Christian boys 5-19. Varied program. Trips, Riding, Trained staff, Physician. Complete equipment. \$18.50 week. 18th yr. Catalog. H. D. LORENZ, Dir., Box 424, BENNINGTON, Vt. Also Camp Woodland, Londonderry, Vt. for girls.

PASSUMPSIC

On Lake Fairlee, Ely, Vermont. High adventure for boys 7-16. Fee includes riding, canoe and mt. trips, fishing, sailing, riflery, music, hobbies. 3 age groups. Cabins 124 acres 26th yr. Catalog. D. R. STARRY, 57 DRUMMOND AVE., CHEVY CHASE, WASH., D. C.

BONNIE DUNE

The Nautical Camp for Boys, S. Dennis, Mass., 25th season. On salt water, with all land and water sports. Expert friendly supervision for 35 boys 8-14. Home-like informal atmosphere with individual attention. DWIGHT L. ROGERS, JR., 444 E. 66TH ST., N. Y. C.

WAMPANOAG

On Buzzard's Bay, Cape Cod. A salt water camp for 50 boys 6-16, 33rd season. All usual land and water sports. Canoe trips and cruises. Sailing. Riding. Shop work. Rifle range. Posture. Nurse. D. H. TAYLOR, 242 GRANT AVE., NEWTON CENTER, MASS.

MON-O-MOY

Sea Camps, Brewster, Mass. Cape Cod. Superb Sailing. Canoeing. Deep Sea Fishing. Land Sports. Riding. Cabins. Tutoring. Camp Mother, Nurse. 3 Age Groups. Booklet. H. V. DODD, W. AUBURN, MASS. Affiliated with Wono for Girls 6-16.

LODGE AT TRAIL'S END

On Lake Zoar, Newtown, Conn. Tutoring camp for 20 boys. Carefully planned educational, social, and sports program under experienced teachers. References exchanged. Booklet. ROLAND K. REED, FRIENDS SEMINARY, 11 RUTHERFORD PLACE, N. Y. C.

ADIRONDACK WOODCRAFT CAMPS

Christian boys 7-17, 3 age groups. Separate Vocational Trip (camp)—ages 16-19. Fee includes horsemanship, uniform, R.R. fare (400 mi.). Booklet. W. H. ABBOTT, Box 63-V, UNIV. STA., SYRACUSE, N. Y.

CHENANGO-ON-OTSEGO

Cooperstown, N. Y. Boys 6-16. Baseball Centennial. All land and water sports; sailing featured. Trips. Swimming. Crafts. Farm. Mile lakefrontage 300 acres. \$250 fee includes riding. 26th year. Folder. E. LYNN FISHER, 20 NORTH TERRACE, MAPLEWOOD, N. J.

POK-O-MOONSHINE

Long established, famous, Adirondack lake camp. Boys 8-18. Senior, Intermediate, Junior Units, 300 acres, 50 bungalows and tents. All sports. Noted for fast food and care. Catalog. BOX V-5, DR. C. A. ROBINSON, PEERSKILL, N. Y.

CAMP RIVERDALE

In the Adirondack Wilderness, 350 acres; 1 1/2 mile shoreline on Long Lake. Estab. 1912, 3 age groups. All usual camp sports; sailing; camping & mountain trips. Well-equipped workshop; music; forestry. Dir.: FRANK V. HACKETT, RIVERDALE-ON-HUDSON, N. Y.

CULVER SUMMER SCHOOLS

Naval School—Boys 14-19 — acquire real skill in seamanship on Lake Maxinkuckee. Cavalry Camp—Boys 14-19—learn the fine points of horsemanship. Woodcraft Camp—Boys 9-14, Indian lore. Nature study, campcraft. All land, water sports. Moderate cost. *State which catalog.* 510 Lake Shore Avenue, Culver, Ind.

Summer Schools

SUMMER SCHOOL OF FRENCH

For High School and College Students. French the language of the School. Grammar, Literature, Music, Art, Sports. Catalogue. SARAH B. WHITAKER, DOROTHY M. BEMENT, NORTHAMPTON SCHOOL FOR GIRLS, BOX E, NORTHAMPTON, MASS.

CAPE COD INSTITUTE OF MUSIC

EAST BREWSTER, MASS.

Third Season

A summer school for talented students. Sessions of six, eight, and ten weeks, July first to September tenth. Resident facilities. Information may be obtained from: Mrs. George R. Baker, 175 Riverside Drive, New York, N. Y.

SCHOOLS AND CAMPS

For detailed information, address: Miss Marian Courtney,

Vogue's School & Camp Bureau, 420 Lexington Ave., N. Y.

Boys' Camps

PINECREST DUNES

On L. I. Sound at Peconic, L. I. Salt- & fresh-water swimming. Season fee includes riding, laundry and all activities. 8 weeks of camping for boys 5 to 17. Catalog V on request. W. TOM WARD, 60 ROCKAWAY PKY., VALLEY STREAM, L. I. TEL. V. S. 5925

ADMIRAL FARRAGUT NAVAL CAMP

Boys 10-20. Near Buzzard's Bay Cruise to N. Y. World's Fair. Seamanship sailing. Rate includes uniform. REAR ADMIRAL S. S. ROBINSON, 1 S. N. (RET.), SUITE CATALOG, BOX 14, TOMS RIVER, N. J.

CAFLISCH CAMP

Christian boys. 6-16. All usual camp activities. Modern equipment. Excellent sanitation. Artesian well. Trained counselors. Nurse. Doctor available. Limited enrollment. \$15. per wk. 8 wks. Bulletin. MABLE CAFLISCH MICHAEL, DIR., UNION CITY, PA.

LENAPE

CHRISTIAN BOYS, 5-16 Lake in Poconos, 110 miles from N.Y.C.; 125 from Phila. Riding, tennis, etc. Physician, nurse. Indian, cowboy ventriloquist, magician. Inclusive fee \$300. Booklet. DAVID V. KRISER, ROSLYN, PA.

CAMP POCONO

Boys 6-18 years. High in Pocono Mts. 20th year. Individual abilities and new interests developed thru understanding leaders. One to every 3 boys. 3 age groups. Sailing, riding, trips included in fee. Booklet. MR. & MRS. C. V. PAXSON, HOLICONG, PENNA.

SUSQUEHANNA

Boys 5-18. Mountain camp on private lake. New Mt. Ford, Pa. 21st Year. 700 Acres. Daily riding, complete course in horsemanship. All sports. Skilled leader for each 4 boys. Personal development our aim. Booklet. R. T. SMITH, 318 W. 81ST ST., N. Y. C.

TOSEBO CAMP FOR BOYS

29th Year. Trips to New York World's Fair in the Todd School's nationally famous "Land Yacht". Sea Scouts. Boat building. Horses. Canoe trips. All land sports. Moderate rate. No extras. Catalog. R. HILL, TODD SCHOOL, BOX V, WOODSTOCK, ILL.

FAIRWOOD

Torch Lake, Michigan; Traverse Bay Region 21st year. Boys 7-18. Swimming, sailing, riding, riflery, woodcraft, Indian lore, trips. Physician, nurse. Four Way Lodge for girls—affiliated. For catalog, address: M. V. EDER, 5691 BELMONT AVE., CINCINNATI, O.

Summer Travel

THE NOMADS TO ALASKA

Small party of boys visits 12 national parks, Canadian Rockies, Golden Gate Exposition, and ranches. 11 day sea cruise to Alaska. Experienced leadership. 4th year. Write for brochure and references: WILL TORBERT, 562 COLONIAL AVE., PELHAM, N. Y.

OLMSTEAD TRAVEL-CAMP

For pre-college girls to visit eastern colleges for women, historic & scenic places. N. Y. World's Fair, Maine coast, Quebec, 1000 Islands, Niagara Falls. Camping, swimming, sports. Educational guidance. Small group. LOUISE H. OLIMSTEAD, OBERLIN, O.

Boys' & Girls' Camps

FOX HILL FARM

Happy farm life for 30 children, aged 2 to 8. Exceptional facilities. 130 acres in hills at Pomfret, Conn. Ponies, swimming, pets, individual gardens. Experienced staff, including nurse. 6th year. Mrs. S. V. MEREDITH, 511 EAST 82ND STREET, N. Y. C.

SANDWICH NOTCH CAMP CAMPTON, N. H.

White Mts. 1400 ft. alt. 17th season. Progressive farm camp, boys and girls 2-12. Individual interest. Modern equipment, real living. Mr. & Mrs. H. L. SMITH, HOLDERNESS SCHOOL, PLYMOUTH, N. H.

INDIAN ACRES—FOREST ACRES

Camp for Boys, Fryeburg, Maine. Camp for Girls, Rare location—finest equipment—select group. Fee \$350 includes riding. Rockwood Park School. Accredited College Prep. under same direction. Write: Mr. & Mrs. A. KRASKER, JAMAICA PLAIN, BOSTON, MASS.

COME TO MAINE!

YOU'LL find adventure, health and happiness at your Maine camp. Sports for all—fishing, sailing, swimming, riding, hiking, games. Home-grown vegetables, pure milk. 13,000 campers last year enjoyed Maine's sun-warmed, bracing air. Write for free camp booklet. Maine Development Commission, Box V, State House, Augusta, Me.

Special Camps

DEVEREUX SCHOOLS & CAMPS

For boys and girls who present educational or emotional difficulties. Camps in Maine. Schools near Philadelphia. HELENA DEVEREUX LENTRESS, DIRECTOR, OR JOHN M. BARCLAY, REGISTRAR, BOX 40, BERWYN, PA.

The "Different" Boy

Some boys are slow, others are fast; some are very sensitive, others cannot concentrate, some cannot coordinate, others have learning difficulties. If your boy has any of these problems, Bailey Hall offers an individual approach. Speech Work, Music, Manual Training, Arts and Crafts. Careful health supervision. Country location, 41 miles from New York City.

SUMMER SCHOOL AND CAMP
ASK FOR FOLDER WITH FULL INFORMATION
BAILEY HALL
Katonah, Westchester County, N. Y.
RUDOLPH S. FRIED, Principal

Girls' Camps

CHAPPA CHALLA

Duxbury, Mass. A salt water camp of 3 separate units. For girls. For younger boys. Day camp for boys and girls. Riding, sailing & water sports. Dancing, Music, Dramatics, Crafts. 10 miles from Boston. BETTY CARLTON, 218 BRADSHAW ST., MEDFORD, MASS.

CAMP COWASSET

A joyous summer for girls at Buzzard's Bay, Cape Cod. Sailing, swimming, riding. Complete equipment for all sports; crafts, music, dancing, dramatics. French. Trips. Four groups. Catalog. HELEN A. HUNT, DR., 18 PLYMOUTH ST., HOLBROOK, MASS.

SEA PINES

Cape Cod. 33rd season. Salt water beach. Nearly 100 acres. Four age groups. Swimming, sailing, riding. Dancing, dramatics, music. Crafts Shop. French conversation. Guest Building for adults. Bklt. FAITH BICKFORD, BOX V, BREWSTER, MASS.

CHINQUEKA CAMP

In Litchfield Hills, Bantam Lake, Conn. 30 girls, 7 to 11. Balanced program provides for leisure and rest. Swimming, water activities featured. Mother's care. Sympathetic comradeship. Moderate rate. 24th season. DAVID LAYTON, BOX V, BANTAM, CONN.

Your inquiry will receive particular attention if you identify yourself as a reader of VOGUE.

KEN-WOOD FOR GIRLS 16th yr.

"2,000 Feet Atop the Berkshire Mts. in New England!" On Beautiful Spectacle Lake. All land and water sports—Horseback—Private Golf. Arts—Dramatics—Music—Dancing—Trips—Sailing. Children from representative Jewish families, 5 to 17. Ken-Mont, for boys, affiliated camp across the lake. Attention Southern and Western Campers. Personally Conducted Tours to N. Y. World's Fair. Dr. S. W. KIVIAI, 180 E. 79th St., New York

Watatic LAKE WINNEKEAG Ashburnham, Mass.

In the heart of New England camping. Separate program for each of 3 age groups. Screened bungalows, riding, swimming, all sports. Camp nurse. Complete equipment. Wholesome surroundings. Write for catalogue. Same management as Noble School. Annie Ellis Roberts 364 Forest Ave. Caroline Williams Ryan Rye, N. Y.

HIGHFIELDS CAMP

On Alford Lake, Maine

A camp for girls 9 to 17. Beautiful location 12 miles from Rockland and Camden. Healthful and invigorating climate. Junior, Intermediate, and Senior groups. Screened cabins for sleeping. Swimming, canoeing, tennis, tap dancing, hockey, and trips. Craft studio. Catalogue. Miss Alice Nicoll, Director 118 East 93rd Street, N. Y. C.

CAMP ABENA Belgrade Lakes, Maine

One of the oldest Girls' Camps in Maine. Beautiful location on pine wooded shore. Sailing, swimming, golf, canoeing. Instruction in riding, fencing. Camping trips; excursions. All sports, Crafts, Music, Dramatics, Dancing. Tutoring dept. offers all subjects. Separate quarters for Juniors. Experienced counselors. 33rd yr. Girls 5-18. Catalogue. Mrs. William Strong, Box V, Woodbridge, New Jersey

KINEOWATHA CAMP FOR GIRLS IN THE HEART OF MAINE

A long-established and completely equipped lake camp at Wilton, Me. Junior and Senior divisions. Separate tutoring department. Excellent riding. All sports, including golf, tennis, swimming, canoeing. Camping trips in the rugged Maine country. Crafts and dramatics. Comfortable buildings. Write now for catalogue. Elisabeth V. Bass, Director 111 East 48th Street, New York City

T • LEDGE

The Seashore Camp for Girls. Orrs Island, Me., in lovely Casco Bay. Sailing, Horsemanship, Deep sea fishing. Pioneer camping with a Maine guide. Mature counselors. Modern sanitation. Excellent food. TAM-A-RACK, separate camp for boys with Harvard Track Coach in charge. Booklets. Mrs. N. B. Knorr Box 659 So. Portland, Me.

CAMP BRYN AFON

For girls 7-18 Rhinelander, Wis.

Private Lake. Altitude 1750 ft. 300 Acres. Riding; Sailing; Swimming; Canoeing; Tennis; Golf; Fencing; Dancing; Crafts; Dramatics; Screened Cabins. Staff of College Graduates. Physician, Nurse and Dietitian. 22nd Season. Booklet—Lotta V. Broadbridge, Book Cadillac, Detroit, Michigan.

Choosing a Camp?

Perhaps you have wondered how to procure a list. May we help by making suggestions?

Name _____

Address _____

Son _____

Daughter _____

Age _____

Location of Camp _____

Approximate tuition fee _____

5-1-50

VOGUE'S CAMP BUREAU
420 LEXINGTON AVENUE, NEW YORK CITY
Telephone: MOhawk 4-7500

Girls' Camps

FOUR-WAY LODGE

Michigan's Riding Camp for Girls, on Torch Lake. Also sailing, swimming, tennis, crafts, trips. Dramatics, French, Music. Separate Junior and Senior camps. For catalog, address: Mrs. M. V. EDER, 5591 BELMONT AVE., CINCINNATI, O.

CIMARRONCITA

A ranch camp for girls at Ute Park, New Mexico. All usual camp and ranch activities with swimming and riding daily. Climate dry and cool. Frequent pack trips and motor trips. MINNETTE THOMPSON BURK, 3510 MAIN STREET, HOUSTON, TEXAS

SARGENT SUMMER CAMPS

On private lake at Peterboro, N. H. Superior equipment. Separate camps: Seniors, 14-19; Intermediates, 10-13; Juniors, 7-9. Riding in fee. Counselor training course. Catalog: ERSER HERMANN, DR., 22 EVERETT ST., CAMBRIDGE, MASS.

MEADOWBROOK RANCH

Girls 7 to 17. Meredith, New Hampshire. Western life in a New England setting. Daily riding included in moderate fee. Pack Trips—Rodeo—Interpretative Dancing. Dramatics—All Sports. Mrs. Elizabeth V. PALMER, HASTINGS-ON-HUDSON, N. Y.

KINIYA

Lake Champlain, Milton, Vt. 21st yr. 65 girls. 4 divisions. Riding, water sports, tennis, Mt. trips featured. All usual activities with sketching and music. Interviews required. HILLEN V. VAN BUREN, STONE LEIGH COLLEGE, RYE BEACH, NEW HAMPSHIRE

CAMP WYODA

ON LAKE FAIRLEE ELY, VERMONT. Eight weeks of fun for girls from 8-18. Excellent swimming, sailing, canoe and mountain trips. Dramatics, orchestra. For booklet address: Mrs. K. V. SCHUCHTING, 712 RUSSELL PL., PLAINFIELD, N.J.

FARWELL

Featuring Riding, Water Sports, Tennis. Every girl receives exceptional instruction in these sports. Dramatics, crafts. Complete equipment. On beautiful Vermont lake. Riding included in fee. ROSA V. SANDERLIN, 2614-31 ST., N.W., WASH., D. C.

brown ledge

Mallet's Bay, Vermont

"one of New England's finest camps." FREE DAILY RIDING. 1001 TWELVE CAMPS. Horseback riding thoroughly taught. Sailing, canoeing, trail riding, canoeing, competitive rowing, jumping, dressage, sailing, fishing, tennis, golf, riflery, archery, crafts, dramatics, swimming, new Red Cross ratings, trips. 75 selected girls. No "extra" charges.

CHRIS CRAFT
Mr. and Mrs. H. E. Brown
Arlington Hall College
Box V, Washington, D. C. Aquaplaning

ALOHA CAMPS

Fairlee, Vermont. 35th Season

Three separate camps
Aloha Camp for girls from 12 to 18
Aloha Hive for girls from 6 to 12
Lanakila for boys from 6 to 14

The Aloha Camps have been under the personal supervision of the founder, Mrs. Edward I. Grimes, and his daughters since 1905. Catalogue.

Mrs. E. L. Gulick, 8 Perrin Road, Brookline, Mass.

WYNONA

1914 A Camp For Girls 1939
LAKE MOREY FAIRLEE, VERMONT

25th Year. Modern buildings, exceptional equipment, excellent food. All water and land sports. Schuenberg Riding School. Music, dramatics, arts and crafts, nature lore. A complete camp. For catalog write, 14 Reservoir Avenue, Jersey City, N. J.
Ruth V. Kelley, A.B. (Smith), Director

ECOLE CHAMPLAIN

French Camp • For Girls 8-19
Learn French while enjoying happy camp life. Swim, dive, canoe, sail on Lake Champlain. Daily riding. Over night camping trips. Art, music, crafts, dramatics. Native French and French-speaking counselors. Comfortable cabins. Separate Junior Unit. 16th Season. Mrs. E. S. Chase, Box V, 414 West 120th St., New York, N. Y.

OGONTZ

White Mountain Camp

Glorious days beside beautiful Ogontz Lake, near Sugar Hill, N. H. Aquaplaning, swimming, sailing, golf, tennis (six courts), English and field riding—three rides a week, included in fee. Arts, crafts, nature study, dancing, music. Tutoring. Rustic cabins on 750 acres. Two weeks at Ogontz Summer Camp in Maine by arrangement. Booklet.

Abby A. Sutherland, Ogontz School P. O., Pa.

SCHOOLS AND CAMPS

For detailed information, address: Miss Marian Courtney,

Vogue's School & Camp Bureau, 420 Lexington Ave., N. Y.

Girls' Camps

OWAISSA

Camp of Happiness. On beautiful lake in Poconos. 2000 Alt. Log cabins for sleeping. Junior, Senior, Nursery groups. All usual camp activities. Riding in fee. Resident doctor and nurse. Mrs. O. V. PAXSON, 301 S. NARBERTH AVE., NARBERTH, PA.

LAKE GREELEY CAMPS

High in Poconos of Pa. Skyland for Girls. 9th yr. Selected girls 6 to 17 yrs. Above leadership, modern cabins, beautiful horses. Daily riding in fee. Special Jr. rate. Also Skyhola for Boys. Catalog: CARL A. HUMMEL, 7205 ELMWOOD AVE., PHILA., PA.

ROSE HAVEN

HIGHLAND CAMP FOR GIRLS 5-15 YEARS. Varied program. Archery, crafts, nature-lore, trips, dancing, dramatics. Riding. All sports. Finest living conditions. 17th season. Miss MARY BIRCHARD, ROCKLEIGH (POST OFFICE) NORTHVALE, N. J.

CAMP AREY

ON BEAUTIFUL, HISTORIC LAKE KEUKA, N. Y. Thoroughly equipped, 35-year-old camp with fine traditions and unusual spirit. Complete athletic program for girls 8 to 18 includes all water sports, track, tennis, archery, golf, riding. Also dramatics, crafts and French Circle. Inspiring and well-organized leadership. Renowned for abundant and well-cooked food. Send for catalog, to Mrs. ANDRE C. FONTAINE, DIRECTOR, ROSLYN HEIGHTS, LONG ISLAND, N. Y.

SILVER LAKE CAMP

In the Lake Placid Region of the Adirondacks. All sports and creative activities. Sailing, Riding, Golf, Rifle, Music, Crafts, Trips. Inclusive tuition. References required. Catalogue & pictures. Address: Miss HART, Box 6D, 529 EAST 85 ST., N. Y. Rd. 4 5112.

PATHFINDERS' LODGE
COOPERSTOWN NEW YORK
Twenty-second Season
A delightful camp for girls on Otsego Lake, the "Glimmerglass" of Fenimore Cooper's novels. Music, dancing, and sketching. All sports. Gypsy trips. Exceptional riding. Sailing. Catalog.
Valerie Deucher
Wilton, Conn.

PINE LOG CAMP

Lake Luzerne, New York
In the Adirondacks • For Girls 7-18
In pine grove on private lake. Log cabins. Fresh vegetables from camp farm. All camp activities, including riding, golf. Catalog. Directors: Frances V. Kinnear, 136 W. 55th St., N.Y.C.
Dorothy V. Baldwin, Chatham Hall, Chatham, Va.

CAMP DUNE

BY-THE-SEA

Sailing Camp for Girls, 9-16 (3 groups). Separate Junior Camp, 6-8. Ocean front, Ship Bottom, N. J. Water sports on Barnegat Bay. Aquaplaning, dancing, operetta, crafts, Nurse. Select clientele. Ask for Catalog (state age).
MARGUERITE V. SIBLEY
123 S. 18th St., Philadelphia, Pa.

Foreign Schools

CAS' ALTA

1 Viale Machiavelli, Florence, Italy. For carefully chosen American-English girls. Age 15-22. Friendly atmosphere. Social life. Write for circular A-120 East 41 St., Rm. 2212, N. Y. C. PRINCIPALS: Miss A. T. ELLISON, A.B., Mrs. L. R. STEVENSON.

LA CHATELAINIE

SCHOOL FOR GIRLS

St. Blaise, Neuchâtel, Switzerland
French, Italian, German (Diploma), Art, Commercial Training, Sports. Italian tour. PRINCIPALS: PROF. A. JOHN & MME. JOHN.

• SWITZERLAND •
PRIVATE SCHOOLS

Modern education, development of character and body in a wholesome environment. Numerous schools of all types for boys or girls 6 to 20. Unique facilities for study of French, German and Italian. Preparation for American Exams. Write for Guide Book and individual catalogues; state requirements.

Swiss Consulate General, 444 Madison Ave., N. Y.

Co-Educational Schools

THE BEMENT SCHOOL

OLD DEERFIELD, MASS.
Elementary boarding and country day school for boys and girls. Sound academic training. Music, arts, dramatics, dancing, sports.
Mrs. LEWIS A. BEMENT, PRINCIPAL.

CHERRY LAWN SCHOOL

A progressive school. Thorough academic training; expression in the arts; outdoor life. 28-acre campus. 10 miles from New York. Primary grades through college preparation. Mrs. CHRISTINA STAEL AND Boris Bogoslovsky, Dirs., Box V, DARIEN, CONN.

LYCÉE FRANÇAIS—NEW YORK

American and French Boys and Girls 6-18. Day. Chartered by Regents. Same curriculum as in France of France, with English. Dir. of Studies: PIERRE BRODIN, AGRÉGÉ DE L'UNIVERSITÉ. DOCTEURS LETTRES, 5 E. 95th ST., N. Y. C.

WRIGHT ORAL

Resident and Day School. Impaired hearing. Specializing on voice and articulation training, also on lip reading from pre-school to college entrance work. Enrollment limited. M. E. WINSTON, ONE TWENTY FOUR EAST END AVENUE, NEW YORK CITY.

Women's Colleges

MARYLAND COLLEGE

For women. Degrees, certificates. Home Economics, Music, Kindergarten Training, Speech, Secretarial, Fine Arts. Pleasant social life. Sports. Near Baltimore. Riding, swimming. Catalog.
Box V, LUTHERVILLE, MARYLAND

Lindenwood COLLEGE

Confers A.B., B.S. and B.M. Degrees. Outstanding college for women, preparing for leadership in civic and social life through modernized curriculum. Also 2-year Junior College. A.A. degree. Vocational courses: journalism, teacher training, secretarialship, physical education, speech, etc. Music, art. Modern buildings on 138 acres, near St. Louis. All sports. 113th year. Write for catalog.
J. L. Roemer, D.D., Pres., Box 439, St. Charles, Mo.

Girls' Schools

SKYWOOD HALL

AT LAWRENCE FARMS

A country school in the Westchester Hills. Emphasis on art, music, and other cultural interests throughout college preparatory and general courses. Boarding dept. for girls over 12.
Katherine V. Debevoise, Headmistress
Skywood Hall, Mount Kisco, New York

The KNOX School

Sound educational program. College preparatory; also 2-year advanced, accredited courses. Country location affords all sports; tennis, swimming, golf, riding, skiing, crew. Optional week-ends in city for opera and theater. Winter carnival; horse shows. Write for Catalog.

MRS. E. RUSSELL HOUGHTON, Principal
Box V
Cooperstown, New York

MARYMOUNT COLLEGE

Tarrytown-on-Hudson, New York

Accredited. Confers B. A., B. S. Degrees. Special two-year course. Music, Art, Pedagogy, Journalism, Household Arts, Dramatics, Secretarial, Pre-Medical, Athletics.

Extensions:—1027 Fifth Ave., New York City
Paris and Rome Address Secretary

Marymount Preparatory Schools:

Wilson Park Tarrytown, New York
Cor. Fifth Ave. & 84th Street, New York City
Address Rev. Mother

Girls' Schools

FINCH JUNIOR COLLEGE

61 East 77th Street
New York

JESSICA V. COSGRAVE, A.B., LL.B., PRESIDENT

GARDNER SCHOOL

154 East 70th Street, New York. Resident and day school for girls. Accredited. Elementary, College Preparatory, Secretarial and Junior College courses. Music, Art, Dramatics. All athletics. 82nd yr. M. ELIZABETH MASTAND, PRINCIPAL

SCUDDER-COLLVER SCHOOL

An intimate school in practical homemaking. Decoration, landscaping, music, writing, barn theatre. Fall and Spring in spacious historic home near Princeton Riding and tennis. Winter in N. Y. NATHALIA V. COLLVER, 55 WEST 12TH ST., N.Y.C.

FRENCH SCHOOL FOR GIRLS

Combines what a school abroad offers with the advantages of New York for music and art. Cultural studies. Spoken French emphasized and individual interests encouraged. MILE. TOULAIN and Miss CUMMINGS, 903 PARK AVENUE, NEW YORK CITY

SEMPLE SCHOOL FOR GIRLS

351 RIVERSIDE DRIVE, NEW YORK
Resident, Day, Postgraduate, Special Courses, College Prep., Art, Music, Dramatics, Secretarial, Household Arts, Athletics. Country Estate week ends. 41st year. Mrs. T. DARRINGTON SEMPLE, PRINCIPAL.

PACKER

COLLEGIATE INSTITUTE

Long-established girls' day school, standing for sound scholarship and breadth of culture. Accredited. Kindergarten through Junior College. Music, art, sports. 176 JORALEMON ST., BROOKLYN HEIGHTS, N. Y.

CATHEDRAL SCHOOL

OF SAINT MARY GARDEN CITY, L. I., N. Y. Episcopal school for girls in country near New York. General and college preparatory courses. Graduates in all leading colleges. Art, music, dramatics. All sports; riding, swimming. MARION V. REID, PRIN.

THE HEWLETT SCHOOL

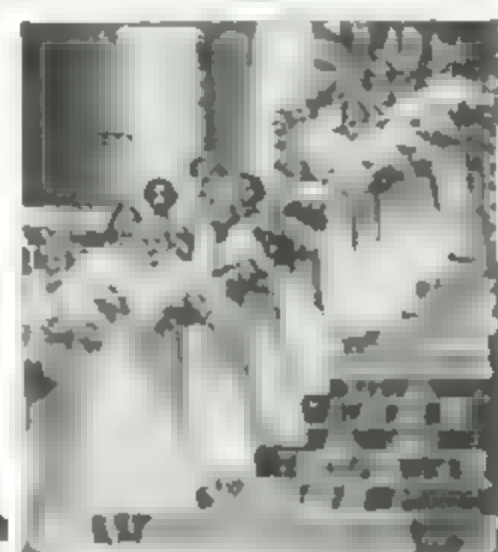
For girls. Day and boarding. Primary to college. Small congenial group. Excellent scholastic record. Music and Dancing. All outdoor sports including riding. 18 miles from New York City. Catalogue. Miss EUGENIA V. COOPE, PRIN., CEDARHURST, L. I.

BRIARCLIFF JUNIOR COLLEGE

Briarcliff Manor, N. Y. Two years of accredited college work. Art, music, theatre arts, interior decoration, costume design, social work, journalism, home economics, business science. New N. Y. C. All outdoor sports, swimming pool. REGISTRAR, Box X

Recognized by leading colleges and universities. College preparatory, advanced courses in Liberal and Fine Arts, Secretarial Science, Real Estate, Medical Assistants, Home Economics, Social Service, Dramatics, Journalism, Costume Design, Interior Decoration, Merchandising, Kindergarten, Lake, pools, Golf, tennis. Bermuda Cruise. Catalog.

Edgewood Park
Box V
Briarcliff Manor, N. Y.



TARRYTOWN



NEW YORK CITY

Girls' Schools

ROGERS HALL

New England setting and traditions. Near Boston. College preparatory and general courses. Secretarial training and home economics. Music, art, drama, dancing, sports, riding, swimming pool. MRS. KATHARINE W. MCGAY, BOX V, LOWELL, MASS.

ABBOT ACADEMY

Founded 1829. Rich traditions combined with modern methods. College preparatory and general courses. Excellent facilities for art and music. Beautiful country campus near Boston. All sports. PRINCIPAL, MARGUERITE V. HEARSEY, ANDOVER, MASS.

GARLAND SCHOOL

Training for homemaking and allied vocations. One- and two-year courses for girls of college age. Technical and cultural subjects. Four residence practice houses. MRS. GLADYS V. JONES, 109 COMMONWEALTH AVENUE, BOSTON, MASSACHUSETTS.

THE ERSKINE SCHOOL

Junior College in the city for preparatory school graduates. Courses in Dramatics, the Arts, Social Service, Secretarial Science, Riding, outdoor recreation. Miss ETHEL M. MCCLINTOCK, DIR., 129 BEACON ST., BOSTON, MASS.

CHAMBERLAYNE

18th yr. Harvard instructors. Liberal Arts, Vocational Training, Secretarial, Fashion Illustration, Catalogue. THERESA H. LEAHY (A.B., M.A., Radcliffe), 229 COMMONWEALTH AVENUE, BOSTON, MASS.

CHOATE SCHOOL

Country school for a limited group of girls. Near Boston. College preparatory and general courses. Small classes. Congenial home life. Basketball, hockey, riding, tennis. Catalogue. ARGUSTA CHOATE, VASSAR, 1600 BEACON STREET, BROOKLINE, MASS.

DAMON HALL

Ten two-year courses of college grade for young women. Preparatory Department with four-year courses. Beautiful building in own park. Sports. Boston advantages 15 minutes away. Rooklet. DEAN JOAN DAMON RICHARDS, NEWTON, MASS.

THE DANA HALL SCHOOLS

Tenacre—For young girls from six to fifteen years. Dana Hall—College Preparatory and General Courses. Pine Manor—Junior College. Music, Art, Home making. HELEN TEMPLE COOKE, HEAD, BOX G, WELLESLEY, MASS.

WALNUT HILL

Preparatory and general courses. Excellent record with leading colleges. Music, art. 50-acre campus. 17 miles from Boston, 2 from Wellesley College. All sports, riding, skiing. Founded 1893. HESTER R. DAVIES, PRIN., 16 HIGHLAND ST., NATICK, MASS.

THE ART OF LIVING—



Young Women 18 to 25. Home-making, writing for profit, investments, design, decoration, hospitality, nutrition, budgets and many other essentials. Catalog 35.

DANFORTH-DUNBAR SCHOOL
WORCESTER, MASS.



New stables with large, glassed-in, covered riding ring, outdoor ring, and bridle paths make riding increasingly popular. Girls bring their own mounts or choose from school's string.

COURSES: Junior College, second year optional abroad. Preparatory School, college preparatory or general courses.

Gertrude E. Cornish, Principal
40 Pine Street, Norton, Mass. (near Boston)

HOUSE IN THE PINES

Lasell JUNIOR COLLEGE

TEN miles from Boston's cultural advantages. Two-year courses for high school graduates. Academic, Home Economics, Secretarial, Merchandising, Pre-nursing, Art, Music, Expression. College Preparatory. All sports, golf, riding. 30-acre campus. Delightful home life. Catalogue.

GUY M. WINSLOW, Ph.D., President
126 Woodland Road Auburndale, Mass.



SCHOOLS AND CAMPS

For detailed information, address: Miss Marian Courtney,
Vogue's School & Camp Bureau, 420 Lexington Ave., N. Y.

Girls' Schools

MARY A. BURNHAM SCHOOL

Facing Smith College Campus. Accredited college preparation. Also 1-yr. intensive review for C.E.B. Advanced courses, secretarial, music, art, gym, all sports. 61st yr. Catalogue. MRS. GEO. W. EMERSON, PRINCIPAL, BOX 43D, NORTHAMPTON, MASS.

NORTHAMPTON

SCHOOL FOR GIRLS

Thorough preparation for Smith and other colleges. Nine-acre campus. Outdoor life. Riding, Golf. DOROTHY M. BEMENT, SARAH E. WHITAKER, PRINCIPALS, BOX E, NORTHAMPTON, MASSACHUSETTS.

STONELEIGH-PROSPECT HILL

College Preparatory and General Academic Courses. Tuition includes Music, Art, Mensendieck, Riding, Skiing, Tennis, Hockey. 150 Acres. Headmistresses: ISABEL B. CRESSLER, CAROLINE L. SCHMIDT, GREENFIELD, MASS.

HOWARD SEMINARY FOR GIRLS

65th Year. A school of New England traditions. Accredited college preparation. Jr. Coll. Courses. Home economics, secretarial, music, art, drama, dancing. Limited enrollment. Mr. & Mrs. MACDONALD PETERS, BOX V, WEST BRIDGEWATER, MASS.

ST. MARGARET'S SCHOOL

Emphasizes preparation for the leading colleges. General course with music, drama, art, secretarial work. Hockey, riding. Other sports. Country estate. modern building. Established 1865. ALBERTA C. EDELL, A.M., BOX V, WATERBURY, CONN.

GREENWICH ACADEMY

MODERN COUNTRY DAY SCHOOL FOR GIRLS. Est. 1827. College Preparatory. General & Post Graduate courses. Sports, Dramatics & Arts. Pre-school to college. Residence for Junior and Senior years. RUTH WEST CAMPBELL, HEAD, GREENWICH, CONN.

LOW-HEYWOOD

Thorough college preparation. Small classes, sound scholarship. 12-acre campus for sports. Stimulating activities. General course in cultural subjects. Art, Music, Stagecraft. MARY ROGERS ROPER, HEAD- MISTRESS, BOX V, STAMFORD, CONN.

MAROT JUNIOR COLLEGE

Distinguished New England school, 2 years college, 2 years preparatory. Terminal, transfer courses in liberal and fine arts, home economics, secretarial science, child education. All sports. Catalogue. MARY L. MAROT, PRESIDENT, BOX V, THOMPSON, CONN.

KENDALL HALL
In Southern New Hampshire

Informal happy school life. Thorough college preparatory and general courses. Outdoor sports on 200 acre estate facing Mt. Monadnock. Skiing with professional instruction, swimming in outdoor pool, tennis, riding, field games, mountain climbing. For catalog address Mr. and Mrs. C. P. Kendall, Principals, Box 355, Peterborough, N. H.



Preparing for the final play.

Beautifully situated in Bryn Mawr
9 miles from Philadelphia

Two-year College Diploma Courses—Credits Transferable—Catalogue

EDITH HARCUM, Pres. BRYN MAWR, PA., Box V.

Girls' Schools

OAK GROVE

Emphasizes Preparation for College and Gracious Living. Music, Art, Dramatics, Upper & Lower Schools. Grad. Course Sec. Sc. Riding included. Winter Sports. Beautiful new fireproof buildings. MR. AND MRS. ROBERT OWEN, BOX 121, VASSALBORO, MAINE.

LINCOLN SCHOOL

For girls. 55th year. Exceptional record for college preparation. Modern equipment and sports program. Conservative costs. Auspices of Yearly Meeting of Friends for New England. Address: AMY L. PHILLIPS, PRINCIPAL, BOX C, PROVIDENCE, R. I.

WILDCLIFF

A PROGRESSIVE JUNIOR COLLEGE
for young women
at Swarthmore, Pennsylvania

Address:
Mr. & Mrs. H. M. CRIST, DIRECTORS, BOX 1546

HOLMQUIST SCHOOL

College Preparatory, General, Music, Fine Arts Courses. Country residential school with well-rounded student activity and sports program. High standards of scholarship and achievement. Near Philadelphia & New York, at New Hope, Bucks Co., PA.

OGONTZ JUNIOR COLLEGE

Regular academic courses transferring to senior colleges and universities. Semi-professional, terminal courses in home-making, secretarial, music, art, drama, golf, riding. Field trips. 20 mi. from Phila. ABBY A. SUTHERLAND, OGONTZ SCHOOL P. O., PA.

MORAVIAN

America's oldest girls' school (1742). Seminary grades 1-12, college prep., general courses. College certificate and degree courses; laboratory technician's course. State catalog desired. EDWIN J. HEATH, M. A., D. D., PRES., BOX V, BETHLEHEM, PA.

LINDEN HALL

Junior College and School for Girls. Cultural and Vocational. Music. Home Economics, Secretarial, Art. All Sports. Riding. Pool. Preparatory and General Courses. Moderate Rates. Separate Junior School. F. W. STENGEL, D.D., BOX 95, LITIZ, PA.

THE MARY LYON SCHOOL

FOR GIRLS

at Swarthmore, Pennsylvania

Address:

Mr. & Mrs. H. M. CRIST, PRINCIPALS, BOX 1509



RYDAL HALL

Home-school for younger girls 6-14. Kindergarten through grammar grades. Careful guidance of each child's natural tendencies. Music, dancing, crafts, drama, nature study. French daily. 10 miles from Philadelphia. Catalogue.

Girls' Schools

PENN HALL JR. COLLEGE

Accredited 2-yr. College and 4-yr. High School. Part of May at Ocean City. Music, Art, Drama, Home Ec., Int. Dec., Costume Design, Writing, Secretarial. Connecting baths. Sports, Riding, Social life. Catalogue:—BOX V, CHAMBERSBURG, PA.

THE GRIER SCHOOL

Formerly Birmingham College Preparatory and General Courses, girls 12-18, in Pennsylvania Alleghenies. Art, Music, Secretarial. 200 acres for all sports. Excellent riding. Pool. 88th year. T. C. GRIER, DIRECTOR, BOX 65, BIRMINGHAM, PA.

HIGHLAND HALL

School for Girls. Accredited College Preparatory and General Courses. Music, art, secretarial. Swimming pool, riding, horse show. 72nd year. MRS. J. KIN. McLANAHAN, JR., PRESIDENT. ELIZABETH G. BALDWIN, A.B., PRIN., BOX 75, HOLLIDAYSBURG, PA.

ROBERTS-BEACH SCHOOL

College preparatory school near Baltimore and Washington. Small classes, high scholastic standing. Separate house for younger girls. Music. Art. Riding. LUCY GEORGE ROBERTS, Ph.D., AND SARAH M. BEACH, Ph.D., BOX V, CALONSVILLE, MD.

When writing to us for advice on the selection of a school it will help us to serve you if you will tell us about your child—age, sex, previous schooling, interests, aptitudes. VOGUE'S SCHOOL BUREAU, 1928 Graybar Building, Lexington at 43rd, New York. Telephone: MOhawk 4-7500.

MISS BEARD'S SCHOOL

Prepares girls for College Board examinations. General courses include household and fine and applied arts and music. Country life and outdoor sports. Ample grounds within 14 miles of New York City. LUCIE C. BEARD, HEADMISTRESS, BOX 35, ORANGE, N. J.

DWIGHT SCHOOL
FOR GIRLS

College Preparatory and Special Courses. Excellent post-graduate courses. MISS FRANCES LEIGHTON, MRS. CHARLES W. HULST, PRINS., ENGLEWOOD, N. J.

ST. MARY'S HALL

On the Delaware. Resident and day. Episcopal. Accredited. College preparatory, general, secretarial courses. Lower school. Music, art. All sports. Country life. Near N. Y., Phila. 103rd year. Catalogue. EPIPH M. WELLER, B.S., PRIN., BOX V, BURLINGTON, N. J.

CENTENARY
JUNIOR COLLEGE

FULLY accredited two-year college. Transfer and vocational courses. Liberal and fine arts, secretarial, home economics, drama, etc. All country sports. Pleasant social life. For catalog address Robert J. Trevorrow, D.D., President
Box 49 Hackettstown, New Jersey

KING-SMITH
STUDIO-SCHOOL

A unique school of the arts, maintaining professional standards and affording its students an attractive home life.
Music, Art, Dramatics, Dancing, Languages, Literature, Creative Writing, Secretarial, Home Making, Social Science. Catalogue.
1755 New Hampshire Ave., Washington, D. C.

NATIONAL PARK College

Successor to National Park Seminary. Junior college. Preparatory, terminal, transfer courses. Fine Arts, Secretarial, home economics. New personal finance course. Unusual social activities. All sports—riding. 200 acres, suburban to Washington. Catalogue. ROY TASCIO DAVIS, PRIN., BOX 559, FOREST GLEN, MD.

FAIRMONT COLLEGE

Accredited Junior College and 2 year High School. Advantages of Capital. Liberal Arts, Home Ec., Drama, Dietetics, Secretarial, Merchandising, Music, Art, Costume design, Int. Dec., Radio Broadcasting. Happy social life. Sports. Riding. Catalogue: Maud van Woy, A.B., 1713 Massachusetts Ave., Washington, D. C.

Girls' Schools

ARLINGTON HALL

Junior College and 4-year high school. Strong Academic work. Excellent Music and other Depts. 100 acres in Virginia Hills, 15 min. from White House. Modern bldgs. Indoor riding arena. **CARRIE V. SUTHERLIN, M.A., PRES., WASHINGTON, D. C.**

GUNSTON HALL

For girls. Preparatory, Collegiate Departments. Music, Art, Dramatics, Home Economics. Secretarial. Estab. 1892. **MARY L. GOLDERSTEEVE, MARY B. KELLER, M.A., PRINS. RICHARD N. MASON, JR., MGR. 1901 FLORENCE AVENUE, WASHINGTON, D. C.**

IMMACULATA

COLLEGE AND SEMINARY

Accredited. Affiliated with Catholic University. Conducted by Sisters of Providence, St. Mary of the Woods. Resident, day. College, high school, grades 1-8. Music, art, gym, pool. Box 559, WASH'N, D. C.

MARTHA WASHINGTON

Junior College on beautiful estate in national Capital. Liberal arts, secretarial science, home economics. High school dept. Moderate rates. Catalogue. **EDWARD W. THOMPSON, PRES., BOX V, 2010 10TH ST., N.W., WASHINGTON, D. C.**

MARJORIE WEBSTER SCHOOLS

Junior College, Secretarial Science, Physical Education, Dramatic Art & Dancing, Fine & Applied Art. Modern dormitories on 10-acre campus. Swimming Pool Gymnasium. Placement service. Catalog. **ROCK CREEK PARK ESTATES, BOX V, WASHINGTON, D. C.**

CHEVY CHASE

Accredited Junior College and Senior High School. Art, Music, Drama, Secretarial, Home Ec. Washington advantages. Sports. Catalogue. **MRS. F. E. FARRINGTON, REGENT; PHILIP MITCHELL, JR., PH.D., PRES., CHEVY CHASE SCHOOL, BOX V, WASHINGTON, D. C.**

AVERETT JUNIOR COLLEGE

Fully accredited 2-year courses emphasizing liberal arts. Terminal, normal, transfer courses. Music, art, speech and dramatics, secretarial, library science, physical ed., home ec. Golf, tennis. 700-acre Endowment Estate. Catalog. **CURTIS BISHOP, PRES., BOX V, DANVILLE, VA.**

FAIRFAX HALL

Standard accredited work. Two years college. Four years high school. Secretarial, Fine Arts. In Shenandoah Valley near Skyline Drive. All sports. Private stable. Indoor and outdoor pools. **WM. B. GATES, PRES., BOX V-5, PARK STATION, WAYNESBORO, VA.**

SOUTHERN SEMINARY

Accredited Jr. College and High School. A School of Character. Blue Ridge Mts. of Va. Music, Art, Expression, Home Economics, Phys. Ed. (College and Social training). Sports. 700-acre campus. **LEE DURHAM, PRES., BOX V, BUENA VISTA, VA.**

STRATFORD COLLEGE

In Healthful Piedmont. Accredited Junior College and Preparatory. Develops individual aptitudes and talents. Campus of 12 acres. All sports. For illustrated folder "Intimate Glances" and catalogue, address **JOHN C. SIMPSON, PRES., BOX V, DANVILLE, VA.**

ST. ANNE'S SCHOOL

New site with modern buildings on 23-acre campus. Episcopal school emphasizing College Preparation. Also General Course. Separate building for younger girls, grades 1-8. Sports, riding. **MARGARET V. PORTER, "GREENWAY RISE", CHARLOTTESVILLE, VA.**

GREENBRIER COLLEGE

Two-year standard college—2-year Prep. for girls. Founded 1812. Near White Sulphur. Fine Arts Dept. Secretarial, Recreational and social activities. Fireproof dormitory. **FRENCH W. THOMPSON, D.D., PRES., DEPT. V, LEWISBURG, WEST VIRGINIA.**

FASSIFERN

School for Girls—college preparatory and grades. In "Land of the Sky" near Asheville. Courses in Personality and Charm, Music, Art, Expression, Secretarial, Riding. For catalogue and letter address **JOS. R. SEVIER, D.D., PRES., BOX V, HENDERSONVILLE, N. C.**

SALEM ACADEMY

Accredited girls' college-preparatory school. Limited classes. Outstanding music training. Year-round outdoor sports program. Founded 1772. All new buildings 1930. 56-acre campus. Catalogue. **MARY A. WEAVER, PRIN., BOX V, WINSTON SALEM, N. C.**

SAINT MARY'S SCHOOL
AND JUNIOR COLLEGE

Episcopal. In Pine Belt. Three years' high school, two years' standard college. Accredited. Special courses. Sports. Mrs. Ernest Cruikshank, Prin. Catalogue. **A. W. TUCKER, BRS. MGR., DEPT. V, RALEIGH, N. C.**

ASHLEY HALL

Accredited college preparatory and general courses in atmosphere of historic Southern culture. Music, dramatics, home economics, art. Outdoor sports: riding, pool. Lower school. Catalogue. **MARY VARNER, MGR., L.H.D., PRIN., BOX V, CHARLESTON, S. C.**

HARRIS FLORIDA SCHOOL

Resident and Day Departments. Accredited. Outdoor study and sports throughout winter. October and May in the mountains of North Carolina. If desired. For catalogue and Northern Interview, address **MISS HARRIS, 1052 BRICKELL AVE., MIAMI, FLA.**

VOGUE is glad to aid its readers by answering inquiries about schools. Address: 1928 Graybar Building, 420 Lexington Avenue, New York City. Telephone: MOhawk 4-7500.

SCHOOLS AND CAMPS

For detailed information, address: Miss Marian Courtney,
Vogue's School & Camp Bureau, 420 Lexington Ave., N. Y.

Girls' Schools

HATHAWAY-BROWN SCHOOL

CLEVELAND, OHIO

Thorough preparation for all colleges. General academic course. Art, Music, Household Arts. **ANNE CUTTER COBURN, HEADMISTRESS**

TUDOR HALL

College preparatory, general courses. Music, art, dramatics emphasized. Graduates win honors at leading colleges. Certificate privileges. Sports—riding. Catalog. **L. HILDA STEWART, PRINCIPAL, 3189 MERIDIAN ST., INDIANAPOLIS, IND.**

MILWAUKEE-DOWNER
SEMINARY

88th year. Preparation for outstanding colleges. General curriculum. Distinctive faculty. Small classes. Art, music, dramatics, sports. Spacious campus. Catalogue. **HELEN BERT MASON, HEAD, MILWAUKEE, WIS.**

RADFORD SCHOOL

Accredited college preparation in ideal year-round climate. Open air classes in patio. Music, art, dramatics, secretarialship. Sports, riding. Not for profit. Catalog. **LUCINDA DE L. TEMPLIN, PH. D., PRIN., 4500 AUSTIN TERRACE, EL PASO, TEXAS.**

HOCKADAY SCHOOL

College Preparatory, Junior College, Institute of Music. Fully accredited. Thorough preparation for careers in fine arts or business. Cultural background emphasized. Year-round outdoor sports. Catalog. **DEPT. B, ELA HOCKADAY, PRESIDENT, DALLAS, TEXAS.**

GULF PARK COLLEGE

On-the-Gulf. Accredited Junior College. Also 3-year college preparatory. Music, Art, Speech Arts, Home Ec., Secretaryship. Outdoor games all year. Fresh and salt water sports. Riding, dancing, sailing. **RICHARD G. COX, PRES., BOX V, GULFPORT, MISS.**

Girls' Schools

SAN LUIS RANCH SCHOOL

Accredited college preparatory. Music, art, dramatics, dancing. Dry, sunny climate. Unexcelled health conditions. Outdoor sports all winter: pack trips (saddle horse for each girl), skiing, skating. Mus. **ROBERT R. POTTER, COLORADO SPRINGS, COLO.**

BROWNMOOR AT SANTA FE

A liberal secondary curriculum meeting college entrance requirements and emphasizing individual talents. Comfortable buildings in dry, sunny New Mexico. Simple, friendly school life. Riding featured. **JUSTINE A. BROWN, MARY A. MOORE, DIRECTORS**

HACIENDA DEL SOL
TUCSON, ARIZONA

A non-profit educational association offering accredited preparatory school and junior college courses for girls 10 to 20. **GEORGE W. FERGUSON, PRES. DEPT: DORIS CHOATE OESTING, PRINCIPAL.**

JOKAKE SCHOOL FOR GIRLS

On the southern slope of Camelback Mt. in Ariz. near Phoenix. College preparatory and general courses. Music, art, dramatics, dancing, riding, swimming, pack trips. **MISS LILIAS D. BILL, HEADMISTRESS, GEORGE D. ASHFORTH, DIR., JOKAKE, ARIZ.**

ANNA HEAD SCHOOL

Est. 1887. College Prep. & General Courses. Accredited—East and West. Post Graduate Dept. Lower school Outdoor Life. Tennis. Swimming. Hockey. Riding. A homelike school in a college town. **MR. & MRS. T. R. HYDE, 2532 CHANNING WAY, BERKELEY, CALIF.**

THE BISHOP'S SCHOOL

Episcopal Resident & Day School for girls. Prepares for Eastern and Western colleges. Intermediate grades. Modern equipment. Art, Music, Dramatics, and Outdoor sports. **CAROLINE S. CUMMINS, M.A., VAS SAR, HEADMISTRESS, LA JOLLA, CALIF.**

The staff of VOGUE'S SCHOOL BUREAU is made up of college-trained women. Conferences with principals and hundreds of personal visits to the schools keep them in constant touch with the best schools both here and abroad. Please do not hesitate to write for advice.

FERRY HALL

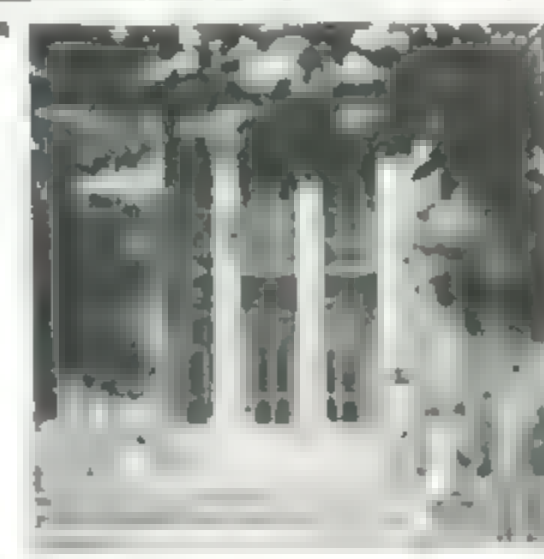
High School • Junior College

Fully accredited for college preparation and college transfer. Attendance in leading colleges and universities. Excellent art, music and dramatics. Secretarial studies. Golf, riding, tennis, swimming, and other sports. Hobby shops. Beautiful buildings and campus directly on shore of Lake Michigan, easily accessible to the advantages of Chicago. 70th successful year. For catalogue, address **Eloise R. Tremain, Principal, Box 4, Lake Forest, Ill.**

WARD • BELMONT



For nearly three generations this accredited Junior College and High School, with its charm of the Old South, has been preparing young women for fuller lives. Conservatory of Music, Art, Literature, Home Econ., Expression, Secretarial, Dancing. Modern dormitories, gymnasium, swimming pool, all sports, gaited horses. For Catalog, View Book, and "Club Village" address **Alma Paine, Registrar, Box 105, Nashville, Tenn.**



WARRENTON

COUNTRY SCHOOL FOR GIRLS
WARRENTON, VIRGINIA

Beautifully located forty miles from Washington. College preparatory and cultural courses. French the language of the house. Gardens and open air theatre surround buildings which include new arts and crafts studio. The school is planned to teach girls how to study, to bring them nearer nature and to inculcate ideas of order and economy. Music. Riding. Sports.

MLLE. LEA M. BOULIGNY, Principal
Box 18 Warrenton, Virginia

Old Dominion Hounds



Boys' Schools

CALIFORNIA PREPARATORY

SCHOOL FOR BOYS

Amid dry foothills near Los Angeles. Strong eastern faculty. Splendid equipment. Fully accredited. All athletics. Pool, riding. Grades V-XII. **MURRAY PEABODY BRUSH, PH.D., HEADMASTER, COVINA, CALIF.**

FRESNAL RANCH SCHOOL

At Tucson, Arizona. Curriculum for boys 11-18. Prepares, under experienced masters, for large eastern schools and colleges. Modern, well-equipped plant. 10,000 acre range for outdoor activities. **BRYAN F. PETERS, Y13, HEADMASTER, TUCSON, ARIZ.**

ST. JOHN'S MILITARY ACADEMY

Inspiring military discipline helps your son develop confidence, leadership. Balanced program of conference study, recreation under "boy specialists." Accredited. All sports. Summer camp. Write for catalogue. **959 DEKOVEN HALL, DELAFIELD, WIS.**

MORGAN PARK

MILITARY ACADEMY

Program for personal development of every boy. Prepares for better colleges. Near Chicago. All sports, riding, 66th year. Lower and junior schools. Catalog. **COL. H. D. ABELLS, BOX 559, MORGAN PARK, ILL.**

CRANBROOK SCHOOL

Distinctive endowed boys' school. Grades 7-12. Post-graduate courses. Unusual opportunities in music, arts, crafts, sciences. Hobbies encouraged. All sports. Single rooms. Strong faculty. Near Detroit. Registrar. **1610 LONE PINE RD., BLOOMFIELD HILLS, MICH.**

CARSON LONG INSTITUTE

Boys' Military School. Educates the whole boy—physically, mentally, morally. How to learn, how to labor, how to live. Prepares for college or business. Rates \$500.00. Camp & Summer Session—Rates \$125. Box 16, NEW BLOOMFIELD, PA.

FRANKLIN AND MARSHALL
ACADEMY

A widely recognized, moderately priced preparatory school. Personal attention. Varied athletics. Jr. Dept. **E. M. HARTMAN, PH.D., BOX 110, LANCASTER, PA.**

SEVERN SCHOOL

Small boarding school near Annapolis, overlooking Severn River. Prepares for college, West Point, Annapolis. College subjects for advanced students. Summer course for competitive examination. Athletics. Catalog. **ROLAND M. TEEL, BOX V, SEVERNA PARK, MD.**

TOME

Offers boys fully accredited college preparation, flexible general and business prep courses. Personal attention. Lower school. All sports, workshops. 200-acre campus. Alumni controlled. Catalog. **CHARLES J. KREPPLE, HEADMASTER, BOX V, PORT DEPOSIT, MD.**

THE SLADE SCHOOL

OLNEY P. O., MARYLAND

A country school near Washington preparing boys under fifteen for the leading secondary schools. Write for The Slade Plan. **CLARKE WINSHIP SLADE, HEADMASTER**

LANDON SCHOOL

Strict college preparation. Small study groups. Experienced masters. Limited enrolment. Country location overlooking city. Separate lower school. Sports for all. Riding, golf. Catalog. **PAUL L. BANFIELD, BOX V, BRADLEY LANE, EDGEWOOD, WASHINGTON, D. C.**

AUGUSTA MILITARY ACADEMY

Preparatory for leading colleges. Gym, pool. All sports. Troop of 36 riding and cavalry horses. 700 acres. 74th year. Reasonable rates. Send for catalogue. **COL. T. J. ROLLER OR MAJ. C. S. ROLLER, JR., FT. DEFIANCE, VA.**

FISHBURNE MILITARY SCHOOL

Accredited preparation for college, West Point, Annapolis or business. Military training develops leaders. Supervised study, small classes, under men who know boys. Sports for all, band. 60th yr. Catalogue. **COL. M. H. HUGHINS, BOX V-5, WAYNESBORO, VA.**

FORK UNION

MILITARY ACADEMY

Highest rating. Small classes. Accredited. ROTC. Supervised study. Prepares for college or business. Junior school. House-mother. Athletics. Swimming. Catalog. **DR. J. J. WICKER, BOX 2, FORK UNION, VA.**

STAUNTON MILITARY
ACADEMY

➤ Distinguished for excellent academic, military and athletic training.
➤ In beautiful, historic Shenandoah Valley of Virginia. High altitude.
➤ Unexcelled health record. Modern fireproof buildings. Separate Junior School. Visitors cordially welcomed.
➤ **COL. EMORY J. MIDDOUR, Supt.**
➤ Box V-5 Staunton, Virginia

EDUCATES THE
WHOLE BOY

MILITARY ACADEMY Studies and guides him understandingly. Discovers interests and aptitudes. Develops poise, initiative and enthusiasm for purposeful living. College preparatory, Junior College, eighth grade. 1000-acre campus. Sports. Infantry, Cavalry, Artillery. Moderate cost. Catalog. **510 PERSHING AVENUE, CULVER, INDIANA**

Boys' Schools

NEW HAMPTON SCHOOL

A New Hampshire School for Boys, 118th year. Six Modern Buildings. Thorough College Preparation. Athletics for Every Boy. Moderate Tuition.
FREDERICK SMITH, A.M.
Box 198, NEW HAMPTON, N. H.

HOLDERNESS

The White Mountain School. College preparatory and General courses for boys 13-19. Fully accredited. All sports, skiing, riding. Individual instruction. New fireproof buildings. Junior dormitory. Catalogue.
REV. ERIC A. WELD, Box V, PLYMOUTH, N. H.

CLARK SCHOOL

Accredited and incorporated for no profit.
Classes average six students.
Write for copy of "Clark Plan, It's Different".
Address

FRANK V. MORGAN, HANOVER, NEW HAMPSHIRE

CHESHIRE ACADEMY
FORMERLY ROXBURY SCHOOL

Thorough college preparation for each boy, within flexible curriculum. Broad program of student activities. Large campus, full equipment, all sports.
A. V. SHERIFF, HEADMASTER, CHESHIRE, CONN.

MILFORD

Preparation for leading colleges. Individual and small group instruction. Studies and extra-curriculum fitted to the needs of each student. Lower school for boys 12 to 15. Summer session. Catalogue. WILLIAM D. PEARSON, HEADMASTER, MILFORD, CONN.

ST. JOHN'S

College preparatory. Separate Junior School. Modified Military. Limited enrollment. Supervised study. 30 miles from New York. Gym, pool, all sports. Moderate rate. 97th year. Non-Sectarian. Catalog.
WILLIAM A. RANNEY, OSSINING-ON-HUDSON, N. Y.

PEEKSKILL MILITARY ACADEMY

Careful educational guidance. Ages 7-18. Modern fireproof buildings overlooking Hudson. All sports. Parents invited for consultation; 1 hour from New York City. Catalog. PRINCIPALS, Box V-5, PEEKSKILL-ON-HUDSON, N. Y.

IRVING

197th year. 25 mi. from N. Y. Prepares for College Boards. Certificate privileges. Regents accredited. Limited to 125. Home-like. Individual attention. Junior Dept. Athletics. Catalog. C. WALLER, OLSON, Box 939, TARRYTOWN, C. W. N. Y.

THE PENNINGTON SCHOOL

Prepares select boys effectively for college. Character development a fundamental aim. Modern equipment. Small classes. Crafts shop. All sports. Lower school 101st yr. Catalog. FRANCIS HARVEY GREEN, LITT, D., Box 110, PENNINGTON, N. J.

BLAIR ACADEMY

Excellent Preparation for College. Small Classes. Wide Choice of Sports and Student Activities. Golf Course, Swimming Pool. Careful Health Supervision. 65 miles from New York. Address CHARLES H. GREED, HEADMASTER, Box 16, BLAIRSTOWN, N. J.

PEDDIE

Specializes in preparing boys for college. 304 graduates in last five years have entered leading colleges. 100 acres, 16 modern buildings. Junior School. All sports for all—golf. Summer session 7th year. Catalog. W. E. SAUNDERS, Box 5V, HIGHTSTOWN, N. J.

SURE to Enter College

• The 15 boys accepted each year at Oxford Academy are genuinely assured of college entrance. Each boy is a class scholastic as fast as he is able scholastic years saved. Students from the "Butter families". Enrollment limited to 15. Enroll at any time. Dean, Box G-95, Pleasantville, N. J.

Oxford Academy



THE HUN SCHOOLS

Junior School and College Preparation
Junior School: Separate 40-acre campus. 5th grade thru 2nd year High School. All sports. Optional 5-day boarding plan. Senior School: Sound college preparation thru tutorial plan. Small classes, expert instruction. All sports, including polo, crew, riding, golf, tennis, football.
Also Summer Session: Aug. 7th-Sept. 16th
JOHN G. HUN, Ph.D., Headmaster
103 Stockton Street Princeton, New Jersey



College preparation which adheres strictly to the standards and requirements of the College Entrance Board, coupled with all the benefits of same military training. 11 miles from Syracuse. 70th year. Catalog.
COL. GERO F. VEREKEN, Box V, MANLIUS, N. Y.

RIVERDALE COUNTRY SCHOOL

A College Preparatory boarding school for boys with a unique location, successfully combining country life with all the educational advantages of New York City. A High College Board record. Varied sports and student activities. Emphasis is placed on individual interests, including Music and Art. 3rd year. Write for Catalogue.
When in New York for World's Fair, visit "Riverdale".
F. S. HACKETT, Headmaster, Box 3, Riverdale-on-Hudson, N. Y.

SCHOOLS AND CAMPS

For detailed information, address: Miss Marian Courtney,

Vogue's School & Camp Bureau, 420 Lexington Ave., N. Y.

Kindergarten Training

THE MILLS SCHOOL

For Kindergarten-Primary Teachers. Accredited by N. Y. and N. J. Departments of Ed. for state certificate. 3- & 4-yr. courses. Collect credit toward degree. Residence facilities. 30th year.
V. LUGER, 60 FIFTH AVE., NEW YORK, N. Y.

THE FROEBEL LEAGUE SCHOOL

CHARTERED 1910

An accredited school for the professional education of nursery school, kindergarten and primary school teachers. Patricia Richmond, Secretary.
112 EAST 71ST ST., NEW YORK CITY. BU 8-7558.

Fashion Modeling

ACADEMIE MODERNE

Gain a Career! Magnetize Your Possibilities! Comprehensive training for society, business girls. Professional fashion modeling, posture, grooming, voice, dance. Summer school at North Shore. Write for Catalog. 35 COMMONWEALTH AVE., BOSTON.

EMPIRE MANNEQUIN SCHOOL

Cultured, intelligent, ambitious girls. "Empire Trained." Find interesting and remunerative careers as fashion models with N. Y.'s leading couturiers, dress salons, fashion shows, photographers and fashion films. Booklet E., 2 W. 45TH ST., NEW YORK CITY.

Household Science

MISS FARMER'S SCHOOL

of Cookery. Prepares for positions requiring cookery and dietetics, and for efficient home management. One Year, Eight Weeks, shorter courses. Individual instruction. Residences. Catalog V. MISS ALICE BRADLEY, 30 HUNTINGTON AVE., BOSTON, MASS.

Dietetics

Be a Dietitian!

ONE YEAR INTENSIVE COURSE qualifies you for a position as Dietitian in hotels, schools, clubs, hospitals, laboratories, steamships, institutions, etc. Co-ed. Age no obstacle. Cafeteria operated by and for students affords managerial experience. Placement service. Write for catalog 4.

New York Institute of Dietetics
660 Madison Avenue • New York City

To find a good SCHOOL

The choice of a school entails far more than simply finding one that is well equipped—that has attractive surroundings, an excellent staff and fine teaching traditions. Above all, you must be sure that the one you choose is the right school for your child. Let our college trained staff help you make a wise selection.
VOGUE'S SCHOOL BUREAU,
1928 Graybar Bldg., N. Y. C.

Boys' Schools

REDDING RIDGE

A new, thoroughly modern educational plan for college preparatory boys, the aim of which is more complete subject mastery. Attractive buildings and campus 60 miles from New York. Sports, hobbies, other recreation. Write now for booklet on the Redding Ridge plan.
KENNETH V. BONNER, REDDING RIDGE, CONN.

Secretarial & Business

WEYLISTER

Specializing in secretarial-executive training for business skill and management of personal affairs. Also cultural subjects. Near New Haven. Delightful social life. Resident, day, 1 or 2 yrs. Placement. M. S. M. W. S. BEACH, M.A., Box V, MILFORD, CONN.

KATHARINE GIBBS

Secretarial. One and Two Year Courses. Special Course for College Women. Residences in Boston and New York. Catalog. DEAN, BOSTON, 90 MARIBOROUGH ST.; NEW YORK, 230 PARK AVE.; PROVIDENCE, 155 ANGELL ST.

MOON SCHOOL

38th year—Prepares for Private Secretarial and Executive positions. Selective Student Body. Courses 3 months, 6 months and 1 year. Executive Course for College Women. Catalog Van 3-4890.
221 FIFTH AVE. (COR 1 E 4 D) NEW YORK, N. Y.

THE SCUDDER SCHOOL

Secretarial, executive training for high school graduates, college women. 2-yr. college credit course, 1-yr. intensive. Model office. Social Welfare. 2-yr. college credit course. Residence. Placement. Miss T. V. SCUDDER, 66 5TH AVE., NEW YORK CITY.

WASHINGTON

SCHOOL FOR SECRETARIES

A Select School, university atmosphere. Graduates employed by school for 20 wks. or until permanently placed. Catalog. 217-V PARK AVE., N. Y. C., 223 NATHAN PRESS BLDG., WASHINGTON, D. C.

THE WINDLE SCHOOL

College women here find a secretarial school planned for them alone. Thorough training for positions with top men in any organization. Six-month courses. In one of New York's smart office buildings. Experienced staff. Placement service. Catalog. Director, Louise F. V. Windle, 30 Rockefeller Plaza, New York City.

Dramatic Arts

EMERSON COLLEGE

4-year course. A.B., B.L.I. degrees. Drama, theater technique; broadcasting, public speaking, journalism, dance; education, psychology, languages, philosophy. Dormitories. Back Bay location. 30th St. H. D. HIGGINS, 130 BEACON ST., BOSTON, MASS.

LELAND POWERS

SCHOOL OF THE THEATRE

Complete dramatic training. Faculty of professionals. Also intensive one-year course in radio. Little theatre, radio studio—professional direction. Catalog. Miss LELAND POWERS, 7 EVANS WAY, BOSTON, MASS.

FEAGIN SCHOOL
OF DRAMATIC ART

Thorough preparation for Directing and Teaching as well as for Acting and all forms of Dramatic Expression. ROCKEFELLER CENTER, 630-5TH AVE., NEW YORK.

N. Y. SCHOOL OF THE THEATRE

Professional training for Actor, Stage and Technical Director, Teacher. Spring Session begins May 1st. Summer apprenticeship to professional theatre. The Playhouse, Brattleboro, Vt., begins July 17th. ELIZABETH V. GRIMBALL, Dir., 119 W. 57TH ST., N. Y.

AMERICAN ACADEMY
OF DRAMATIC ARTS

Founded 1884 by Franklin H. Sargent

The foremost institution for dramatic training.

Spring Term Begins

April 1.

Catalog from Secretary, Room 251

Carnegie Hall, New York

VOGUE

is glad to aid its readers by answering any inquiry concerning schools. Write, call, or telephone. Our address is 1928 Graybar Building, 420 Lexington Avenue, New York City. MOhawk 4-7500.

Exceptional Children

THE BANCROFT SCHOOL

Year-round school and home for retarded and problem children. Resident physician. Educational program. 57th yr. Summer camp on Maine Coast. Catalog. L. L. GLOVER, ATTENDING PHYSICIAN, PHIN.; J. C. COOLEY, Box 345, HADDONFIELD, N. J.

THE WOODS SCHOOL

For Exceptional Children Three Separate Schools
Camp with Tutoring Girls Little Folks Boys
Box 169, LANGHORNE, PA.
MOLLIE WOODS HARE, PRINCIPAL

WITMER SCHOOL

On large country place near Phila. Open all year.
Small, select group of boys and girls.
LIGHTNER WITMER, Ph.D., Sc.D.
Box V, DEVON, PA. PHONE: WAYNE 667

WILSON SCHOOLS

Year-round home school for exceptional children. Individual instruction. College trained teachers only. Medical supervision. Beautiful buildings and grounds. Speech correction stressed. Reasonable rates. An ethical school. 11 ARNOLD PLACE, DAYTON, OHIO.

Photography

CLARENCE H. WHITE

SCHOOL OF PHOTOGRAPHY

Practical day and evening courses for amateurs and professionals. Summer Session starts in June. Enrollment limited. Individual guidance. Est. 1910. Catalogue, 400 WEST 114TH ST., NEW YORK, N. Y.

RABINOVITCH

WORKSHOP SCHOOL OF ART PHOTOGRAPHY
Small personal school for professionals, non-professionals. Unique individual training for those who see differently and wish to make individual pictures. Day and evening. 18th yr. Bklt. P. 40 W. 56 ST., N. Y.

Retailing

STORE SERVICE EDUCATION

(Affiliated William and Mary College.) Trains men and women as Jr. Executives for stores, to teach retailing, for personnel work, buyers, etc. Women's dormitory, with board, \$555. Catalog.
DIRECTOR, 222 SHAFFER ST., RICHMOND, VA.

Fine & Applied Arts

RINGLING SCHOOL OF ART

The school of the Ringling Museum. Faculty of outstanding artists teaching all phases of art, including commercial art and costume design. Outdoor classes all winter. College academic classes available. Dormitories. For catalog address DEAN, SARASOTA, FLA.

RICHMOND SCHOOL OF ART

Affiliated William & Mary College; Fine art. Advertising art, costume design, teacher training, interior decoration, crafts. Minimum charge, including board \$555. College activities. Women's dormitory B. L. A. degree. Catalog. 222 SHAFFER ST., RICHMOND, VA.

LAYTON SCHOOL OF ART

Costume Design and Fashion Illustration, Advertising, Interior, and Industrial Design; Painting; Sculpture; Teacher Training. 20th year. Non-profit. Moderate tuition. Catalog. DIRECTOR, 119 LAYTON ART GALLERY, MILWAUKEE, WISCONSIN.

AMERICAN ACADEMY OF ART

Practical courses in Commercial and Fine Art. Dress Design, Fashion Illustration. Faculty of international reputation. Individual instruction. Summer Term begins June 26. FRANK H. YOUNG, DEPT. 659, 25 E. JACKSON BLVD., CHICAGO, ILL.

MANLEY—BRIDGE

SCHOOL OF FASHION ART

Dress Design, Millinery, Accessory Design, Styling, Merchandising, Fashion Illustration. Individual instruction. Limited Enrollment. Write for information. 35 EAST WACKER DRIVE, DEPT. V, CHICAGO, ILL.

CHICAGO ACADEMY
OF FINE ARTS

Intensive courses programmed in 2-week periods to fit your vacation plans. Commercial Arts, Dress Design, Interior Decorating, Fashion Illustration, Art Teaching Methods, Cartooning, Industrial Design, Drawing and Painting. Suite K-5, 18 S. Michigan Ave., Chicago.



The Famous School
of the Central West

Students Prepared for Professional Contacts
Dress Design, French Cutting, Pattern-making, Line, Color and Fabric Analysis, Merchandising, Styling, Buying, Modeling, Style Reporting, Millinery, Fashion Illustration, Interior Decoration, Photography, Window Display, Advertising Writing and Layout. Personal Training • Individual Advancement
116 S. Michigan Boulevard, Chicago. Dept. V.

Fine & Applied Arts

ACADEMY SAPHO

Midwest's school of French dress designing. Six weeks' summer course begins the end of June. Cutting without patterns, French dress designing, professional training. Write to:

MLLE. SAPHO, 107 CLIFFORD ST., DETROIT, MICH.

DRESS ARTS

ART INSTITUTE OF PITTSBURGH

Fashion Drawing; Dress Design & Pattern Drafting; Commercial Art; Interior Decoration. 1 & 2 yr. courses. Low Payment Plan. Summer term. Catalog. WILLIS SHOOK, DIR. 111 STANWIX ST., PITTSBURGH, PA.

MOORE INSTITUTE SCHOOL OF DESIGN FOR WOMEN

All branches of fine and applied art, design and craftsmanship. Teacher training—B.F.A. degree. Residences. Catalog. 1340 N. BROAD ST., PHILA., PA.

PA. ACADEMY OF FINE ARTS

Summer School at Chester Springs, Pa., June 5-Sept. 23. Painting (outdoors), animal sculpture, illustration, mural painting, etching. All sports, swimming. Winter school in Phila. Catalog. HENRY V. HOTZ, JR., CURATOR, BROAD & CHERRY STS., PHILA.

MARYLAND INSTITUTE

1825 BALTIMORE, MD. 1939 Courses in Fine Arts, Teacher Training, Advertising and Costume Design, Interior Decoration, Stage Craft, etc. Rinehart School of Sculpture. Catalogue on request.

NATIONAL ART SCHOOL

Study Art in the Nation's Capital

THERE ARE MANY ADVANTAGES

All types Commercial Art, including Costume Design, Fashion and Newspaper Illustration, Interior Decoration, Cartooning, LIFE CLASS, Mechanical Drafting. Our simplified method of individual instruction with professional faculty enables the student to progress rapidly. Placement Bureau. 24th year. Catalog. 1745 Rhode Island Avenue, Washington, D.C.

N. Y. SCHOOL OF FINE & APPLIED ART (Parsons)

William M. Odom, President
Summer Session July 10 to August 18. Intensive courses in Interior Decoration; Costume Illustration; Advertising Design; etc. For professionals, teachers, laymen. Also weekly units. BULLETIN UPON REQUEST Address Box V, 2239 Broadway, N. Y.



Commercial ILLUSTRATION
[Penthouse] School
Courses in Advertising and Fashion Art designed to meet need of Advertising Agencies, Dept. Stores, etc. Prominent staff. Graduates in demand. Visitors Welcome.
175 Fifth Ave. (23rd St.), N. Y. Catalog V.

McDOWELL SCHOOL

COSTUME DESIGN
FASHION ILLUSTRATION
MILLINERY DRESSMAKING

Excellent Practical Courses in These and Allied Subjects with Expert Individual Instruction. Best Known School for Practical Fashion Work. Established 1876. Catalogue on Request.
Summer Courses
73 West 45th St., N. Y. C. BRyant 9-3085

TOBE-COBURN SCHOOL

for Fashion Careers



Training for immediate positions and future advancement in the most attractive, best-paid field for women. Courses in: Fashion markets, merchandising, current trends, coordination; Fashion reporting, advertising, display; Styling, color & design, fabrics; Personality clinic, public speaking, fashion French, salesmanship. One-year course for women from 20 to 30. Placement opportunities. Write for Catalog V, or call Circle 6-1935.

9 Rockefeller Plaza, New York City



FASHION ACADEMY

THE SCHOOL OF FAMOUS GRADUATES
COSTUME DESIGN • STYLING • FASHION ART FOR TRADE, SCREEN AND STAGE
SPRING AND SUMMER ENROLLMENT

Styling, fashion forecasting, textile design, color psychology, fashion illustration. Individual, specialized training under the direction of **EMIL ALVIN HARTMAN** America's Foremost Instructor of Fashion Art. Fashion Academy stands supreme as the school chosen by the world's most successful Designers and Stylists for their training. 30 Rockefeller Plaza, New York • Circle 7-1514-5 • Request Book 5

Fine & Applied Arts

GRAND CENTRAL SCHOOL

Drawing, Painting, Sculpture, Illustration, Animal and Human Anatomy, Cartooning, Advertising, Design, Fashion Arts, Interior Decoration, Day, evening. Inquire for Summer Classes, Catalog. 7002 GRAND CENTRAL TERMINAL, NEW YORK CITY.

COSTUME DESIGN

A course recognized by leading designers

PRATT INSTITUTE
SCHOOL OF H. S. & A. BOX E-5
TEL. PROSPECT 9-2200 BROOKLYN, N. Y.

VESPER GEORGE

SCHOOL OF FINE AND APPLIED ART
All Phases of Costume Design
BOSTON SUMMER SCHOOL—6 weeks. Special Courses
All Subjects. Write for Catalog G.
11 ST. BOTOLPH ST., BOSTON, MASS.



Fashion School of New England

All phases of Fashion Designing. Study in an atmosphere conducive to your personal advancement under fashion artists who regularly illustrate and design for important fashion sources. Catalog V5.

186 Massachusetts Ave. • Boston, Mass.

CHAMBERLAIN

PREPARES YOUNG WOMEN FOR CAREERS IN FASHION AND RETAILING

Graduates have become buyers, fashion advisers, display assistants, advertising writers, interior decoration consultants, etc. Intensive, practical two-year course. Field work in leading department stores. Write for Catalog. MRS. ELSIE K. CHAMBERLAIN, Director
736 Boylston Street, Boston, Mass.

Modern SCHOOL OF APPLIED Art

Training for CAREER POSITIONS as Costume Designers, Decorators, Buyers, Stylists, Fashion and Advertising Illustrators and Copywriters. Write for Catalog MSV

687 BOYLSTON ST., BOSTON, MASS.

School of PROFESSIONAL ARTS

400 MADISON AVENUE • NEW YORK

Vocational courses in Advertising Design, and Illustration, Life Drawing, Painting, Interior Design and Decoration, Costume Design. SUMMER SESSION begins July 10. Sat. adult and children's courses. Jamesine Franklin, Pres., Esme Wedgwood, Sec. Send for Catalog V-7.

INTERIOR DECORATION

Practical and Vocational Courses

RESIDENT DAY CLASSES START JULY 10th. Send for Catalog 6-R. HOME STUDY STARTS AT ONCE. Send for Catalog 6-O.

N. Y. School of Interior Decoration
515 Madison Avenue • New York City

TRAPHAGEN SCHOOL OF FASHION For Results

Internationally Celebrated Graduates
Intensive Six Weeks' Summer Course
Approved by Regents Register Now
Highest honors in contests for over ten years. Pronounced by all competent to judge, the foremost school of its kind. Full course or optional classes for beginners or advanced students, in Fashion Drawing, Illustration, Design, Forecasting, Stage, Screen, Textile Design, Fabric Analysis, Interior Decoration, Window and Counter Display, Fashion Journalism, Men's Fashions, Teacher Training, Life Class. Also Draping, Pattern Making, Grading, Millinery, Credits, Day & Evening. Free Placement Bureau. Sales dept. for students' work. Write for Cir. 1. Tel. Col. 5-2077. Not the Most Expensive But the Best Investigate Before Registering Elsewhere
TRAPHAGEN, 1680 B'WAY (52d ST.) NEW YORK



FOR MOTHER'S DAY—GIVE HER A

Saybury
HOUSECOAT

Left: Multicolor polka dot printed rayon crepe, with matching striped front panel. Navy, white, Wedgwood blue. 12 to 40. Right: Colorful floral print, satin stripe rayon crepe. Navy, white, shell pink, porcelain blue. 14 to 44. Seated: Rich lace paisley design on printed rayon crepe. In half sizes to fit the shorter miss or woman. Saxe blue, geranium. \$6.95 16½ to 26½. All washable in ivory flakes

AT LEADING STORES EVERYWHERE—INCLUDING

Baltimore, Md. Hutzler Brothers Co.
Birmingham, Ala. Loveman, Joseph & Loeb
Boston, Mass. Jordan Marsh Company
Brooklyn, N. Y. Abraham & Straus, Inc.
Buffalo, N. Y. The Wm. Hengerer Co.
Chattanooga, Tenn. The Vogue, Inc.
Chicago, Ill. Marshall Field & Company
Cincinnati, Ohio The John Shillito Co.
Cleveland, Ohio The Higbee Co.
Columbus, Ohio The F. & R. Lazarus & Co.
Dallas, Tex. Sanger Bros.
Dayton, Ohio The Rike-Kumler Co.
Des Moines, Iowa Younker Brothers, Inc.
Detroit, Mich. The J. L. Hudson Co.
Ft. Worth, Tex. The Fair
Hartford, Conn. Albert Steiger, Inc.
Houston, Tex. Levy Bros. Dry Goods Co.
Indianapolis, Ind. L. S. Ayres & Co., Inc.

Kansas City, Mo. John Taylor Dry Goods Co.
Knoxville, Tenn. Miller's
Long Beach, Calif. Buffum's
Madison, Wisc. Harry S. Manchester
Memphis, Tenn. Lowenstein's
Milwaukee, Wisc. Smartwear-Emma Lange, Inc.
Minneapolis, Minn. The Dayton Company
Minneapolis, Minn. Harold, Inc.
New York City, N. Y. Franklin Simon's
Philadelphia, Pa. Gimbel Brothers
Philadelphia, Pa. Strawbridge & Clothier
Pittsburgh, Pa. Gimbel Brothers
Pittsburgh, Pa. Joseph Horne Co.
Portland, Ore. Meier & Frank Co., Inc.
Providence, R. I. Gladding's
Rochester, N. Y. McCurdy's
Seattle, Wash. Frederick & Nelson
St. Louis, Mo. Stix, Baer & Fuller Co.
St. Paul, Minn. Field-Schlick, Inc.
San Antonio, Tex. Frost Bros.
Springfield, Mass. D. H. Brigham & Co.
Waltham, Mass. Grover Cronin, Inc.

If you cannot find them where you live write to SAYOUR, 31 East 31st St., New York

VOGUE'S

ADDRESS BOOK

THE DIRECTORY OF SHOPS & SERVICES



Weary feet, tired, tired feet. We shudder to think of the millions of miles to be dragged over by visiting feet in New York this summer. The charts of the 1933 Chicago Fair before them, hardy statisticians have been working overtime, computing the astronomical number of Kewpie Dolls and baubles that a World's Fair requires, but no one has dared to add up the appalling mileage that 100,000,000 feet, in a holiday mood, will travel.

Our warning to you is not to do any aimless wandering. Of course, you will want to visit the magnificent shopping citadels on the avenue, but then have a look at the New York that is home to New Yorkers, the by-ways with surprises. It is the little shops of New York that make this city so wonderfully different from any other. East side, west side, uptown and down, crowding the sidewalks of New York from every side, are the small shops, dedicated to the service of those of us who have the imagination to wonder what is inside.

Don't try to see them all at once. Save yourself time and energy, avoid getting down at the heel, by turning to the faithful Address Book. Or, if by that time you don't want to move at all, your phone will bring these unique shops and services to your boudoir. "Thou hadst, for weary feet, the gift of rest."

ALL SERVICES

JOHN SCOTT presents "Complete care of Homes" House closing; Rugs & Hangings stored, repaired; Ven. Blinds; Slip covers; Furniture dry cleaned, repaired, upholstered; wall washing. 965 Lex. Ave. BR 8-1317

ANTIQUATE JEWELRY

WOMEN of Detroit, Windsor, Buffalo, Toronto, we invite you to view personally our stock of genuine antique Victorian jewelry: lockets, bracelets, etc. The Gold Shoppe, 345 Ouellette Ave., Windsor, & 139 Yonge St., Toronto

ANTIQUES

THE QUESTERS—Let connoisseurs shop for rare antiques, porcelains or silver. No extra charge. Traditional reproductions. Choice modern pieces to order. Write or phone, 455 East 51 St., New York City, PLaza 5-4516

APPAREL—MOURNING

ARTHUR MULLEN, 6 East 53rd Street, New York City. Correct mourning in Hats, Vests, Gowns, Coats. We have specialized in this type of attire for years. Formerly with Crocker. Telephone Wickersham 2-2698

BAGS

A. L. WORKMAN—An old established firm well skilled in making fine leather, brocade and silk bags. Frames in stock for petit points. Refining and repairing of every description. Pearls restring. Rm. 803, 424 Madison Ave., N.Y.

WM. NIBUR—established over 20 years. Handbags of striking charm and originality offered in wide gift selection. Also, renovating fine handbags a specialty. Mail orders carefully attended. 510 Madison Ave. (Corner 53rd), N.Y.

BEAUTY CULTURE

EUNICE SKELLY—Rejuvenation Consultant. Don't arrange for any facial rejuvenation treatment until you get my expert, impartial advice. Avoid pitfalls. No obligation. Write, call, 865, The Park Central, 56th & 5th Ave.

BON VOYAGE BASKETS

ALICE H. MARKS again leads! New York's first Candy Bar where you select your favorite assortment. Gift packages. Mail and phone orders filled promptly. Alice H. Marks, 6 East 52nd Street, Telephone PLaza 3-7282

SCHRAFFT'S. Finest of Fare—Thee-Wells' Nautical Cruise Tins with candy, salted nuts: \$2.25, \$3.75, \$5. Steamer Baskets bulging with cakes, nuts, candies, delicacies, \$5 to \$25. Schrafft's, 58 W. 23 St., N.Y. GR. 5-6240

CHINA & ARTWARE

"CANADA'S most talked about gift shop." America's largest retail selection at lowest prices of open stock English Bone China. New Dinnerware booklet will gladly be sent on request. Herbert S. Mills, Hamilton, Canada

CONDITIONING

PERFECT CONDITIONING for busy days, complete relaxation following them. Turkish Bath, colonic irrigation, massage & swim to refresh and exhilarate you. Women exclusively. Ansonia Baths, B'way at 73rd. SU. 7-3300

CORSETS

MISS ELEANOR, INC. Modern art in corsetry. Your figure molded to the lines of fashion—and with complete comfort. Exclusive materials and workmanship. Moderate prices. 4 East 53rd St., New York. PLaza 3-4962

BOSTON CORSET SPECIALIST, Evelyn L. Weigel, Corset Specialist, at 739 Boylston Street, with thirty years of experience, guarantees real comfort with her style, posture or surgical fittings. Boston, Massachusetts

COSMETICS

SALLYE HARMER Individualized Cosmetics, made to order just for you. No extra cost. Free consultation at home or Studios. Florence Bennett, 515 Madison Ave., New York; Anna F. Blanchard, 946 W. Grace, Richmond, Va.; Eileen Hall, 11 Asylum, Hartford, Conn.; Bert J. MacCulloch, 228 Urquhart Bldg., Little Rock, Ark. Write to Sallye Harmer, Lansdowne, Pa., for representative in your city. Several good agencies still available

CUSTOM SHOE REMODELING

B. NELSON, INC.—Lengthen short shoes (not by stretching)—widen; re-fit; handsome your shoes over their original style last. Redye any color. Suede changed to leather. Mail orders expertly handled. 10 E. 39 St., N. Y.

DELICACIES

VENDÔME—Specialist in highest-grade fresh Russian Caviar and Stilton Cheese in Port Wine. Large assortment of all fine table delicacies. Write for catalogue V. 415 Madison Avenue, New York City. Wickersham 2-2224

KNOW THE NEWEST IN FOODS—Send for Booklet VK, a catalogue of world-famous delicacies—rare meats, spices, honeys and other toothsome morsels to beguile your tongue. Hammacher Schlemmer, 145 E. 57 St., N.Y.C.

NEW ORLEANS DELICACIES—Assorted soups—tickle your palate. Prepaid in U.S. \$3.45. 3 Crawfish Bisque; 3 Creole Gumbo; 3 Tarragon Soup Southern Style; 3 Shrimp Bisque. Folder, Chef d'Orleans, 3001 Coliseum, New Orleans

VOGUE'S ADDRESS BOOK will make your shopping easier. At your leisure you can pick out the shops offering just the articles or services you need. A check together with your order will bring you prompt attention

DOMESTIC EMPLOYEES

PERSONAL ATTENTION given to the intimate requirements of employer and exact qualifications of employee. Organization of your household. Write for circular. Miss Brinkley's Placement Agency, One W. 47th St., N. Y. C.

AN EXACTING CLIENTELE has been served by this agency since 1890. Servants carefully investigated and expertly placed. Mrs. Carin Johnson, Prop.—Mrs. A. E. Johnson, 751½ Madison Ave., Cor. 65th St., N. Y. C. RE. 4-6720-1

SKILL AND EXPERIENCE are the indispensable requisites of a good employment agency. Our record of years of service to discriminating employers proves our qualification. Nielsen & Seabury, 132 E. 61 St. RE. 4-7801

DRESSMAKING

MME. CLERY—High class dressmaking. Evening Gowns and Wraps. Your own material if desired. Remodeling a specialty. Special attention to out-of-town customers. Attractive prices. 775 Lexington Ave., N. Y. RE. 7-2111

IT WAS FUN buying your clothes in the busy shop. Let us fit them to you in the peace of your home or hotel. Rush work returned same day. Careful alteration & restyling by an expert staff. Mme. Jane, 981 Madison Ave. RH. 4-1600

MME. CLAIRE—Dresses made to order for all occasions. Bride and bridesmaids' dresses. Perfect fitting. Remodeling skillfully done. Careful attention to details. Your material if preferred. 68 E. 56 St., N. Y. PL. 3-3673

DRESS SHOPS

LOVELY SPRING CLOTHES of distinction, for town or country. A large and choice collection for every occasion. Exceptional value, \$10.95 to \$49.50. All sizes, free alterations. Marion Weil, 42 E. 80th Street, New York

ELECTROLYSIS

MULTIPLE ELECTROLYSIS—Mary Elizabeth Seallan, Personal Service only. Write for Free booklet. Address 1 West 34th St., near 5th Avenue, Room 709, New York City. Telephone Wisconsin 7-7889 for appointment

SUPERFLUOUS HAIR DESTROYED—permanently, safely, by expert. Finest down or coarsest growth. Personal attention. Privacy. Free advice. Mrs. R. W. Dibble, c/o Frank & Amalie, 10 W. 58 St., N. Y. PL. 3-2620

BEAUTY WITH SAFETY. Hair permanently removed by electrolysis. Expert personal attention. Physicians' endorsements. Consultation, Booklet Free. Edna Grimes, 607 Fifth Ave. at 49th Street, N. Y. PLaza 3-7411

SUPERFLUOUS HAIR—200 to 600 removed per hour—safely, painlessly, permanently. Regrowth impossible. Careful work by experts. Doctors recommend Adele Mulligan, 21st year at 347 Fifth Avenue, New York. AS. 4-6645

MRS. D. DURANT, Multiple Electrolysis. Superfluous hair permanently and safely removed by improved method. Endorsed by skin specialists. Personal attention. Free consultation, 507 5th Ave., N. Y. MU. 2-3314

SAMUEL P. GILMORE—Established over 40 years in New York. Superfluous Hair and Facial Blemishes permanently and safely removed. Recommended by leading physicians. Consultation free. 104 E. 40th St., N. Y. CA. 5-2219

MISS SUZANNE removes hair personally, since 1930. Permanent and scarless results guaranteed. Associated with physician. Latest method. Consultation free. Recommended by physicians. 5 E. 53 St., N. Y. EL. 5-0615

ELECTROLYSIS—Cont.

DOROTHY M. BOWLES—Hair, moles removed by expert; 5 years' experience in city's largest hospital skin clinic. 10 years with leading dermatologists. Appointments 9-12; 5-7:30. 124 West 5th St. Circle 6-1169

MARION BARRETT—REG. NURSE offers a new method of electrolysis by coagulation. Absolutely safe, painless, and permanent; leaves skin soft and normal. Demonstration offer 17 E. 42nd St., Room 616, VA. 3-1164

EMBROIDERY

WRITE if you need work done in sequins, beads, hand or machine embroideries. Braiding, puffing, soutache and cord. Worked on your own material. Mail orders given prompt attention. Harry H. Spitz, 56 W. 46th St., N. Y.

ENTERTAINMENT

HESTER PEABODY . . . NUMEROLOGIST solves your problems by an original, individual reading and immediate forecast. Send your name at birth, birth date and \$2. Ask questions. 451 Marlboro Street, Boston, Mass.

LOUISE LLEWELLYN. All branches of advanced Numerology. Your immediate events \$2. Individual charts, detailed and forecast \$10. Send name at birth & birth date with check. 117 N. Stanley Drive, Beverly Hills, Calif.

FURS

STORE YOUR FURS safely against every hazard with Molot, formerly with Bergdorf Goodman Fur Corp. Minimum charge, \$2.50. Special low rates for restyling done now. Molot, 21 E. 56 St., N. Y. C. Wick. 2-6261

RICHARD KOPPEN, formerly with Gunther's, re-designs, remodels, repairs and relines your furs at reasonable prices. Also showing latest models in fine furs. Skilled workmanship. 17 West 45th St., New York. BRyant 9-3368

FURS BOUGHT

WE BUY OLD WORN FUR COATS paying highest cash prices. I. M. Fur Company, 1 West 4th Street, New York City. Corner of Fifth Avenue (Licensed and Bonded)—We do not trade. We do not sell. (We just buy for cash!)

FURS REMODELED

NEXT SEASON'S MODE for OLD FURS. Give your old fur coat a new lease on life. \$25 for this splendid remodeling service; includes restyling, repairing, refitting, cleaning, glazing, seam reinforcing, new silk lining, loops, buttons; 2 years' guarantee, 3 years' storage. Additional fur if needed supplied at lowest cost. Tel. L.A. 6-8888 for a bonded messenger. Harry Jiv Treu, Inc., 131 W. 35th St., 7th fl., opp. 35 St., side of Macy's, N. Y. C.

YOUR MINK COAT remodeled, restyled, blended, repaired, cleaned, glazed, reinforced. New silk lining, loops, buttons, all for \$125. 2 years' guarantee. Free size. Fur added at cost. Write, Miller Fur Co., 166 N. Michigan, Chicago

HAIRDRESSERS

J. SCHAEFFER custom Permanent Wave specialist. The modes of the hour flatteringly interpreted by artists—Hair styling, air conditioned, refreshing salon. J. Schaeffer, 590-5th Avenue (at 48th St.), N. Y. C. BRyant 9-6165

CHARLES BOCK, authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Hair Goods. Charles Bock, 20 East 57th Street, New York City. Telephone PLaza 3-3900 for appointment

EMILE ROCKEFELLER CENTER—Hairdressers, authorities on Permanents and Color Corrections. Perfect service in restful surroundings. Pleasantly Air-Conditioned. 30 Rockefeller Plaza. Tel. Circle 7-1995-6-7

MARIO JEREZ, New York's most prominent permanent wave authority. Difficult cases of white and bleached hair welcomed. Alluring individuality created. Mario Jerez, Inc., 697 Fifth Ave., New York City (PLaza 3-3777)

IVAN'S New Hair-Setting Lotion—Light, non-sticky, dries any finger wave in 10 minutes. \$1.25 the bottle. Beautiful permanent waves. All methods, price from \$10. Booklet, Ivan, 711-5th Ave. (Cor. 56 St.), N. Y. C. CI. 7-7455

WERNER (now at Radio City) designs creative hairstyles to suit your personality. Enriches and make-up with Complexion Success Preparations. Quiet air-conditioned salon. Werner, 608 Fifth Ave., cor. 49th, BRyant 9-8141 2-3

CEIL ET PAUL, 119 W. 58th Street (next to Barbizon Plaza Hotel). Hair shaping to suit your facial contour. Permanent waving of distinction, adapted to youthful and mature types. For appointment call Circle 7-7383

FIGARO HAIR STYLISTS would like to give you your next Permanent Wave—soft, lovely, natural; and dress your hair according to your face contour, hair and eye color. Scalp treatments. 1 E. 53rd St., N. Y. VO. 5-1831

C. LEONCE FOR ADVANCED HAIR STYLE Creator & designer of many recent hair styles for elegant women. Specialist in wireless self-setting permanent wave. Free personal consultation. 9 East 53rd St., N. Y. WI. 2-0399

FRED the Hairstylist, creator of Hair Styles in vogue. Hair and scalp rejuvenation. 18 E. 19th St. EL. 5-2220. Announcing: Opening of Washington, D. C. Branch at Phillipsborn, 11th St. bet. F & G. Tel. Nat'l 4171

HAIRDRESSERS—Cont.

ROBERT MAKES YOU BEAUTIFUL. You can have a new coiffure individually designed & waved. \$1.50. Robert Flexible Permanent is incomparable; long-lasting, self setting. \$10. to \$15. Robert, 675 5th Ave., N. Y. PL. 3-8023.

SATTLER'S fifty years of experience mean easy and perfect control over problem hair. Permanent waving, hair coloring. Hair goods carefully made to order. Sattler's, 18 E. 75th Street, New York City. Wickersham 2-3113.

A NATURAL SOFT PERMANENT WAVE can do more to make you lovely than any other beauty treatment. We, at Maison Laurent, make the most of the natural beauty of your hair. 683 Fifth Avenue, N. Y. C. WI. 2-5212.

ROBERT SIEVERS, 24-5th Ave., Fifth Ave. Hotel. Every phase of permanent waving, hair coloring, and styling, with particular attention to your own individual problems by an internationally known authority. ALgonquin 4-3525.

JEANPIERRE DE PARIS—Well known stylist. Remarkable results in restoring original color to your hair. Self-dressing permanent waves. Hair problems modestly solved. C. E. 53rd St., N. Y. Phone for appoint. PL. 3-6222.

JOSEPH ART HAIRDRESSER. Excellent permanent waves. Hair shades restored beautifully. Hair styles, creations adapted to your lines in rejuvenating allure. 31 West 58th St., New York City. (Near Plaza Hotel.) PL. 3-6649.

FRANCOIS de PARIS HAIRSTYLIST. 37 W. 8th St., N. Y. C. Parisian Coiffures of Tomorrow for the Woman of Today! Permanent Waving, Hair Coloring. Special on Tonic Shampoo for dry hair, \$1.50 large bottle. STuy. 9-1110.

Hairdressers—San Francisco

CARRICK & PETERSON, since 1918. Hair styling in comfortable spacious salon. Permanent waving, hair coloring, treatments for scalp & facials done by specialists. Mirrors by famous expert. 450 Sutter St., San Francisco.

HAIR COLORING

HAIR COLORING DONE SCIENTIFICALLY on grey and fading hair, with beautiful natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., New York City. Telephone PLaza 3-0561.

FRANCOIS HAIR COLORING SPECIALIST will restore your hair to its natural color and lustre. "Badly Dyed" or "Over-Bleached" hair expertly corrected. Free consultation. Francois, 11 East 45th St., N. Y. C.

HAIR GOODS

MANUEL TRANSFORMATIONS—Puffs, curls, side and back pieces, bobs, gentlemen's cuts & toupees. Costs no more to buy from a specialist. 10 Rue Royale, Paris. 100. Manuel Building, 988 Second Ave., New York.

KNIT WEAR REMODELING

CHARLES WALNUT will clean or dye and reblock any hand-knitted garment making it practically new at very moderate cost. Call or write Charles Walnut. Shops in Philadelphia, New York, Boston, Chicago & Santa Barbara.

LAUNDRY

THE BEAUTY OF LINEN AND LINGERIE is preserved and enhanced by our skilled staff. We do all branches of laundry work. Delivery: Westchester, Greenwich & L.I. Alma Brollin Laundry, 174 E. 82 St., RE 4-0761.

MENDING—REPAIRING

INVISIBLE REWEAVING—Moth Holes, Tears, Burns in Garments. Shine Permanently removed. Reliable service. Lowest Prices. Blankart Weavers, Inc., 146 Fifth Avenue (19th & 20th Sts.), N. Y. City. Tel. CHelsea 3-2621.

DAMAGES IN ANY FABRIC re woven like new. Specializing in woolsens, linens, silks, & laces. Hosiery repaired, overcoats renapped, & shine removed. Mail orders, write for circular. French American Reweaving Co., 11 W. 57

MILLINERY

CHEZ CHAPEAUX, 218 Madison Ave., (at 26th), N. Y. The season's smartest creations of fine imported felt and straws, styled for you. \$5.50. Hats of your material \$3.00. Copying and Remodelling. Mail orders. MT. 4-9780.

NAME TAPES

CASH'S WOVEN NAMES for marking clothing and linen prevent loss or mis-use. Attach them with Cash's No-No Cement. Write to Cash's, 19 Chestnut St., So. Norwalk, Conn. or 6203 So. Gramercy Place, Los Angeles, Cal.

PERSONAL SERVICE

ARE YOU WARDROBE WEARY? Discover The Dressing Room Re-Sale Service. Slightly used apparel of the better sort resold. 41 West 51st Street, New York City. Telephone ELden 6-1341. Hours from 12 to 6:30.

SHOES

SHOECRAFT: Famed Stylists to the narrow foot and heel. Sizes 2½ to 12. AAAAA to C. Send for booklet VC, showing newest models. Expert mail service all over the world. Charge Accounts. 714 Fifth Ave., New York City.

I. MILLER—Large sizes in a great variety of colors and styles for Spring and Summer, day time and evening. Sizes 8-10, widths AAAA-C. Send for booklet. 450 Fifth Ave., & 49 West 31th St., N. Y. C. Charge accounts invited.

NANCY HAGGERTY, 8 East 53rd St., N. Y. Shoe specialist to the smart woman who likes high-styled-conservative shoes. Custom made & ready to wear. Send for brochure featuring Town and Country models—prices \$12.85 up.

SHOPPING COMMISSIONS

EDITH V. STOVEL, INC. Values not bargains. The better shops at your doorstep. On your World's Fair trip let me shop with you. No extra cost. Establish a charge account now. 566 5th Ave., N. Y. WI 7-3283. Cable Edvalsto.

SARAH BOOTH DARLING. Accompanies out-of-town patrons or shops for you. My experience & service are yours at no extra charge. 23 West 85th Street, New York City. TRafalgar 7-6150—if no ans. LExington 2-1100.

GEORGETTE DUNBAR EVANS will simplify shopping problems during the World's Fair. Establish your credit with her now. Send for description of free service. Also Interior Decorating. 522 5th Ave., N. Y. C. MU 2-1193.

NEW YORK SHOPS BROUGHT TO YOU. Orders filled quickly and intelligently. No Service charge. Write for particulars. Helen L. Richards, 452 Fifth Avenue, New York City. Telephone PENnsylvania 6-6862.

SWIMMING

SCIENTIFIC INSTRUCTION in modern strokes, diving, squash, and muscle training. C. C. Haskins. Ultra violet ray filtered water. Reasonable rates. Mary Beaton, R. I. S. S. Hotel Baboizen, 140 E. 63 St., RH 4-9118.

TAILORS

P. BASILE & SON creates for the discriminating woman individual custom tailored suits, coats and gowns of the finest imported and domestic fabrics; newest fashions. Modest prices; remodeling. 17 E. 53rd St. VOI. 5-7581.

ANDRE BALOD—TAILOR—Perfect tailoring of coats, suits, furs & gowns in the newest fashions. Faultless fitting & finest workmanship & materials at minimum prices. Remodeling also. 38 West 56 St., N. Y. CI. 7-8179.

JOSEPH FRAM formerly of Fortnum & Mason. Creator of fine custom clothes, imported fabrics or your own materials. Also evening and street gowns designed by Madame Idam. 1 East 47th Street, New York City. Plaza 3-6287.

LOVERSE—Paris, New York—Tailleur & Furs. Distinctive, individual styling of coats, gowns, furs. Designer, importer of fashions. Consultation free as to your personal style and colors. N. Y. address 16 E. 52nd St., EL. 5-9627.

TROUSSEAUX

THE PURPLE BOX—551 Madison Ave., N. Y. Early spring importations of French Linens. All models copied to your individual measurements and expertly fitted. Linens. Baby gifts. Monogramming a specialty. Prices reasonable.

WEARING APPAREL BOUGHT

MME. NAFTAL will purchase at highest valuation mild or slightly used gowns, wraps, furs; also diamonds, jewelry, silverware. Estimates appraised. Write or call 69 W. 14th St., N. Y. BItyant 9-6269, 6268. Est. 11 515.

WE PAY CASH Buyant 9-1376 Mme. Fuman will pay highest cash prices for your slightly used afternoon and evening Gowns, furs, Wraps, Jewelry, Diamonds, Furniture, etc. 105 W. 48th St., New York City.

WEDDING STATIONERY

ENGRAVED WEDDING Invitations and Announcements. Everett Waddey Co. has for generations insured highest quality at reasonable prices prepaid. Book Wedding 1.30.quette Free. 5 South 11th St., Richmond, Va.

WEDDING INVITATIONS—Announcements exquisitely engraved. Authoritative service; prices reasonable. Samples sent promptly on request; discriminating comparison requested. Write to: Harcourt & Co., Louisville, Kentucky.

WEIGHT REDUCING

MARGARET DEUSTER, 160 E. 18 St. Licensed registered Physio Therapist. Figure sculptress to New York's smartest. Definite results, individualized treatments. Swedish massage. Colonic irrigations. Reasonable. EL. 5-8118.

TAKE OFF EXTRA POUNDS with the Stretch-A-Way Reducer. Portable stretching device. Reduces waist, hips; lifts bustline. \$3.95 at your Corsetière's or write Stretch-A-Way Co., 1831 Pacific Ave., San Francisco.

SLEEK AS THE PERISPHERE
SMOOTH AS THE TAYLOR

Miss Swank
"STRAIGHT-PLUS-BIAS" Slip

A slip that fits and stays put, walking, sitting, lounging... bias front and back panels that cling with sleek perfection, and straight side panels that prevent riding or bunching. Its luxurious pure silk Satin or Crepe Supreme defies wear and wash...and its camisole top of fine Valenciennes lace, with lace straps, is too provocatively "pretty" for words! About \$3 at the better stores, or write

MISS SWANK, inc.
112 Madison Avenue
New York, N. Y.

* REG. U. S. PAT. OFF.

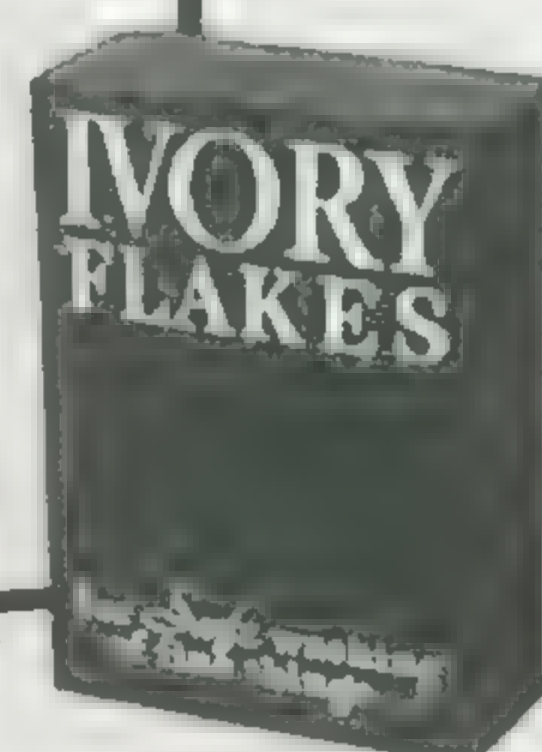
By the makers of famous *Miss Swank* Pajamas and Gowns



Peggy Cork advises
(640 MADISON AVENUE, NEW YORK)

"Try on my new Ivory-washable bonnet! You'll look devastatingly young! And it's so practical! Just unbutton the ribbons — wash the white piqué with pure, gentle Ivory Flakes!"

99⁴⁴/100% PURE



PROCTER & GAMBLE • TRADE MARK REG. U. S. PAT. OFF.



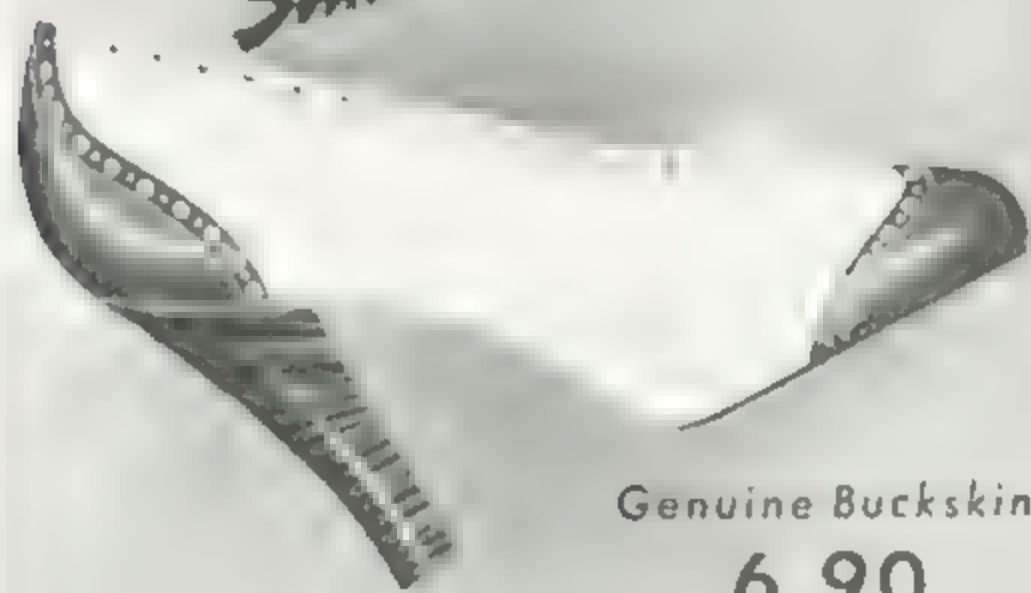
ANTOINE

Rich, soothing cream... smooth it gently on the delicate skin around the eyes to help retard wrinkles and those strange little cobwebs called "crows feet". **2.25, 3.50**

Write for Antoine Booklet

ANTOINE • Produits de Beauté • 663 Fifth Avenue, N. Y.

"Frenchies"
Smart Short Vamps



Genuine Buckskin
6.90

Frenchies' new version of that ever popular spectator. Genuine white buckskin with built-up leather heels. You may have it in copper, black or navy trim at a price that's pure economy.

wilbar's TREMONT STREET
BOSTON, MASS.

College Shops at Wellesley,
Northampton and Poughkeepsie

★ Registered U. S. Patent Office

for the Bride



satin
slipper
chair

Custom-tailored in a choice of upholstery satin (or chintz) . . . in white and gold, blonde, or mahogany finish. Seat and back cushion, 50% goose down, 50% goose feathers. Horse hair upholstered. An unusually fine piece. 27 inches high. Specially priced, **29.50**

Mail Orders Filled, Freight Prepaid.
Send For Fabric Samples. State Color Desired

WELCOME TO



Now, with the World's Fair opening, New York has an aura of hospitality. Policemen are paternal to out-of-state drivers. Stores advertise day-beds to accommodate visitors. The latch-string is out, and the key to the city is on the outside of the door.

If you're coming to the Fair and are baffled by the thought of getting around New York, here are some comforting suggestions, backed by facts. Suggestions on where to stay; suggestions on where to go.

Where to stay

Probably no other city is so blessed with good hotels. Most of them are sky-scrapers; living up high, with all of New York spread out around you, you'll get the feeling of the city very quickly. (You'll also get more breeze, which is helpful in case of heat-waves.) Most public rooms and many bedrooms are air-conditioned.

The rates quoted here include bath:

LUXURY HOTELS: *Waldorf-Astoria*. Single rooms, from \$7 up. Double rooms, from \$10.

One of New York's most famous hotels, the Waldorf has housed visiting celebrities since its first edition was erected in the 1890's. The immense new building on Park Avenue, between Forty-Ninth and Fiftieth Streets, has an equally distinguished roster. The Starlight Roof, which opens May 11, is cool and lively, with semi-open-air dining and dancing.

Emil Coleman's orchestra provides music for the latter. The Sert Room will remain open this summer for the first time, with Xavier Cugat and Margo from May 13 on.

St. Regis (5th Ave. & 55th St.). Single rooms, \$5 up. Double rooms, \$8 up. Suites, \$12 up.

Owned by Vincent Astor and guided by Prince Serge Obolensky, the *St. Regis* is one of New York's smartest hotels. The roof—no longer called the Viennese Roof—opens May 4, with Joe Rines and his orchestra, and a show directed by Le Roy Prinz, dancing director of Paramount Pictures. The impressive Iridium Room stays open all summer for the first time, with Charles Baum's orchestra and a tango-rumba band. Around the first of May, a new ice show—entertainment beloved of New York—will open, with Dorothy Lewis as a star. (No matter what the thermometer says, it's cool as long as you can look at some one ice-skating.)

Ambassador (Park Ave. & 51st St.). Single rooms, from \$6. Double rooms, from \$8.

A medium-sized hotel with an attractive, air-cooled garden, where fountains bubble and greenery grows everywhere. It's open for luncheon, and at cocktails and dinner there's dancing.

Plaza (5th Ave. & 59th St.). Single rooms, from \$7. Double, from \$9.

A New York hotel with a Tradition. The Oak Room is a luncheon gathering-place, and looks out on Fifth Avenue and the Park. For dinner or supper—the Persian Room, with Sheila Barrett, and the dancing combination of Maurice and Cordoba.

Ritz-Carlton (Madison Ave. & 46th St.). Single rooms, \$7 up. Double, \$9 up.

The Ritz is located, for your convenience, in the heart of things. The Japanese Garden opens late in May—it's out-of-doors, and equipped with brook, trees, and flowers. The Men's Bar is just for men, but women can bring escorts to the Women's Bar.

Savoy-Plaza (5th Ave. & 59th St.). Single rooms, from \$7. Double, from \$9.

The Café Lounge is the place for simple luncheons and quick, before-theatre dinners. At supper, Dwight Fiske entertains with his double entendres. Emile Petti's orchestra.

Sherry-Netherland (5th Ave. & 59th St.). Single rooms, from \$7. Double, from \$10. Suites, from \$15.

A comparatively small and luxurious hotel. Old-time movies featuring Charlie Chaplin are shown in the cocktail lounge from five to seven every day. The Netherland Restaurant serves a curtain dinner for the benefit of theatregoers, and Tcharkovsky and his orchestra play all evening.

Pierre (5th Ave. & 61st St.). Single rooms, from \$7. Double, from \$9.

A hotel with an aura of elegance, an outlook on Central Park,



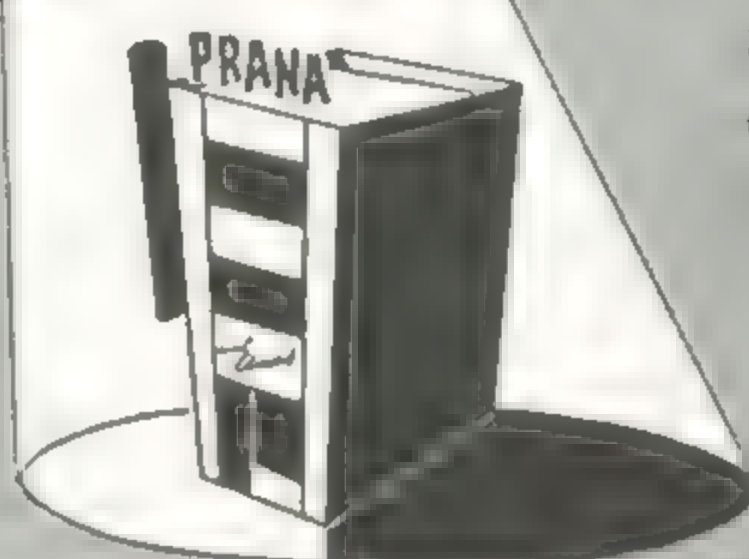
"PORTE BONHEUR"

by
bernice charles
chapeaux

711 FIFTH AVENUE NEW YORK

BEAUTY From HEAD to FOOT

Donu Edmond
PRANA



Donu Edmond will enhance your charm at the new Prana House of Beauty. Your hair, complexion and posture given that master's touch—as well as a body revitalizing that equips you for the turmoil of modern times.

Economical

Visitors Accommodated

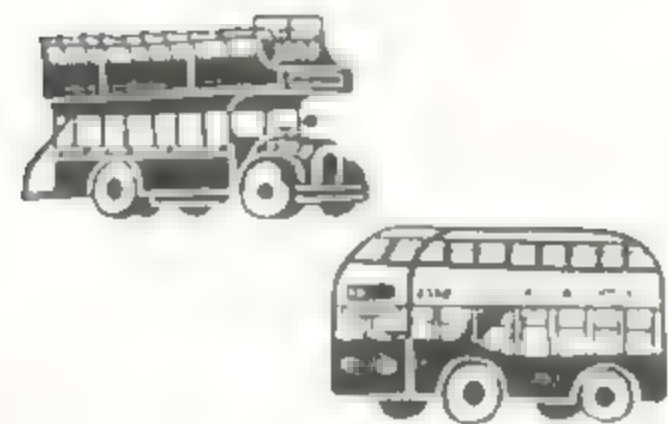
HOUSE of BEAUTY

8 East 56th Street
off Fifth Avenue
New York City
PLaza 8-2511

SANS-SALON TREATMENTS:
to keep your complexion young
use PRANA 1 and 2.
Folder on Request



NEW YORK



and much light and air. The air-conditioned roof is one of New York's highest, with the Hartmans and Enric Madriguera's orchestra for diversion.

RESIDENTIAL HOTELS: Suggested especially for people who like to live an apartment, rather than hotel-room, life:

Hampshire House (150 Central Pk. South). Single rooms, \$8 up. Double, \$10 up. Suites, \$15 up.

Decorated with brilliance by Dorothy Draper. Its main dining-room is air-cooled and ideal for lunch or dinner.

Carlyle (35 E. 76th St.). Single rooms, \$6 up. Double rooms, \$8 up. Two-room suites, \$12 up. Three-room suites, \$18 up.

An apartment-hotel with a housekeeping pantry attached to even a single room. The suites provide home life in miniature.

Westbury (15 E. 69th St.). Single rooms, \$5 up. Double rooms, \$7 up. Suites, \$10 up.

A comfortable and spacious hotel in the East Side residential section. Its Polo Bar is a casual oasis.

Madison (15 E. 58th St.). Single rooms, \$7 up. Double rooms, \$10 up. Two-room suites, from \$14; three-room suites from \$21.

This hotel is a literal step from the Madison Avenue shopping district. It has a Continental bar, with a famous Sunday Bracer breakfast when the first drink is on the house. Yes, there's dancing.

Delmonico (502 Park Ave.). Single rooms, \$5 up. Double, \$7 up.

A Park Avenue sky-scraper hotel. The full-sized Mandalay Bar is nice for cocktails, dinner, dancing.

Fifth Avenue (5th Ave. & 9th St.). Single rooms, \$3.75 up. Double rooms, \$5 up. Suites, \$7 up.

An apartment-hotel in the quiet Washington Square sector. There's a sidewalk terrace in summer.

SMALL INTIMATE HOTELS: The **Gladstone** (114 E. 52nd St.). Single rooms, \$5 up. Double, \$7 up. Suites, \$10 up.

A distinguished small hotel with Continental maid and valet service.

Gotham (5th Ave. & 55th St.). Single rooms, \$6 up. Double rooms, \$9 up. Suites, \$15 up.

A quiet place with a following of long-term residents. It has just been redecorated, including the Gold Room Cocktail Lounge and the Swiss Grill Room and Bar.

New Weston (Madison Ave. & 50th St.). Single rooms, from \$5. Double rooms, from \$8. Suites, from \$12.

Convenient to shops, Radio City, and the subway to the Fair.

Weylin (40 E. 54th St.). Single rooms, \$4.50 up. Double rooms, \$7.50 up.

A good many smart residents of Long Island, Westchester, and New

Jersey maintain *pied-à-terres* here. The glacial Weylin Bar always has lively entertainment.

MISCELLANEOUS HOTELS: The **Biltmore** (Madison Ave. & 43rd St.). Single rooms, \$7 up. Double rooms, \$9 up. Suites, \$20 up.

A spacious, efficient hotel that you can reach underground from Grand Central. Horace Heidt plays in the Bowman Room, and the roof opens the first week in June. There are ten (count them) dining-rooms.

Algonquin (59 W. 44th St.). Single rooms, \$4 up. Double, \$6 up.

A standby of theatrical people and the literati. Small, old-fashioned, and immensely comfortable. The Rose Room swarms with Faces in the News.

Shelton (Lex. Ave. & 49th St.). Single rooms, from \$3.50; double, from \$6.

Large, well-run, and impersonal. There's a swimming-pool below deck; and, on the sixteenth floor, a solarium and an open-air terrace. The Shelton Corner is a cocktail lounge.

Park Lane (299 Park Ave.). Single rooms, \$6 up. Double, \$9 up. Suites, \$12 up.

A quiet hotel of the type that makes you feel instantly at home.

Essex House (160 Central Park South). Single rooms, \$6 up. Double rooms, \$8 up. Suites, \$12 up.

A spacious sky-scraper with an outlook on Central Park. The Casino-on-the-Park is one place to find a breeze on hot days.

Brevoort (5th Ave. & 8th St.). Single rooms, \$2.50 up. Double, \$3.50 up.

A famous old hotel in the quiet, historic Washington Square district. French (Continued on page 48)



FROM OUR
COLLECTION OF INDIVIDUAL
FASHIONS

Sally K. Greenebaum

530 NORTH MICHIGAN AVENUE
CHICAGO

Chez Rosette
Ten East Fifty-sixth Street

Mrs. Pleasants Pennington
chooses "Savoir FAIR", in
soft black rayon sheer, for
a whirl at the Fair. The
peplum is a Paris revival.

22.75

IN NEW YORK: RITZ CARLTON, RITZ TOWER, BARCLAY HOTELS. IN BOSTON: RITZ CARLTON



CHARLES OF THE RITZ "FEATHER TRIMS" THE NEW SHORTER HAIR AND TOPS
IT OFF WITH A BEAUTIFULLY SOFT PERMANENT WAVE FOR SUMMER LOVELINESS.

SCHAEFFER
CUSTOM
PERMANENT WAVES



J. SCHAEFFER INC.
590 FIFTH AVENUE
New York

MITLA..
AN EXOTIC MEXICAN SANDAL
OF HANDWOVEN SUEDE

ONLY
\$4.75

POSTPAID
BY RETURN
MAIL



**COLORS: JAPONICA (Burgundy)
CHEDRON (A smart new rust tan)**
Expect a sophisticated thing finished like the finest footwear in lovely suede, but keeping all the distinction and style of a bench made shoe.

TO ORDER. Send outline of your foot or shoe size. Laces, ties and open toes make fitting easy.

The OLD MEXICO SHOP
SANTA FE, NEW MEXICO

Sorority

All girls get together and agree on this little oxford. It pictures a pretty young foot this spring for coed or careerist. Bouquets of flattery in all that daisy perforation. You deserve two pairs—in black patent and in blue calf . . . sizes 2½ to 11.

Mailed to Order

\$8.75



SHOECRAFT

714 FIFTH AVENUE • NEW YORK

Specialists in fitting AAAAA to C
8½ 9 9½ 10 10½ 11 11½ 12 add \$1
Mail orders filled • Booklet • Charges



Hand-Carved SIGNA-PIN

Something New!

Hand wrought from tarnish proof extra hard "Silver-tone" Metal, this stunning ornament can be worn as a brooch, ornament for cuff, lapel, bag, hat, and perfect as a flower pin.

Jewelry Catalog
on request.

\$1

Delivery prepaid. Choice of any single name. Safety catch included.

S. KIND & SONS
JEWELERS

Chestnut St. at Broad, Phila., Pa.

**CUSTOM MADE
FIGURE
FOR THE
BEACH**



Merzon Swim Suits are designed, with the skill gained from thirty years of corseting, to enhance the silhouette. The built-in bra accentuates or minimizes the bust, and is constructed to give a high, firm, separated line. True chic in all sizes, all materials. Ready-Made Swim and Play Suits, Bra Toppers, Gowns, Slips, Negligees . . . all with the Built-in Bra.

Foundations . . . Girdles . . . Brassieres . . . Ready-Made and To Order

RUTH MERZON
Corsetière
45 WEST 57th STREET • NEW YORK
Established over 30 years

Wickersham 2-5322
Write for Booklet V.

WELCOME TO NEW YORK

(Continued from page 47) atmosphere and cuisine and a refreshing sidewalk café.

Barbizon (Lex. Ave. & 63rd St.). Single rooms, \$3 up. Double, \$5.50 up.

Strictly for women. Many career girls—artists, actresses, models—live there. There is a swimming-pool; a roof terrace; and a solarium.

Barbizon-Plaza (6th Ave. & 58th St.). Single rooms, \$4 up. Double, \$7 up.

The rate includes Continental breakfast placed at the door in thermos kits. This hotel features "cultural pursuits," and has a small theatre and a lecture hall in the building.

[NOTE: All New York hotels urge visitors to the Fair to make reservations early. As you can imagine, bookings are already unusually heavy.]

Restaurants



FOR GOURMETS: The Colony (667 Madison Ave.). Some of the best food in New York comes from the Colony's kitchens. It's a steady diet for celebrities, as well

as gourmets. Crowded for lunch, closed on Sundays. Justly expensive.

Voisin (375 Park Ave.). Discerning gourmets go back again and again. Superlative French and Viennese food, under the guiding hand of Mr. Jules Müller.

Twenty-One Club (21 W. 52nd St.). Sometimes known as Jack and Charlie's. Began life during Prohibition; now one of the most successful restaurants in New York. Packed to the walls at luncheon, dinner, and supper with celebrities from Hollywood, New York, and points abroad.

Larue (45 E. 58th St.). Food comes first, with music—to which you can dance all evening. A fine bar, a breezy, open-air terrace.

Passy (28 E. 63rd St.). Good food and fine old names a tradition.

Chez Jean (11 E. 60th St.). It started years ago as a French delicatessen-de-luxe; now serves a few knowing gourmets. Everything is à la carte. There's a garden, too.

Robert (33 W. 55th St.). Incomparable food served à la carte. Because of its location on west-bound Fifty-Fifth Street, it's especially good if you're going to the theatre.

FINE AND FRENCH: New York has an ample share of fine French restaurants. The following, less formal than the ones just listed, are recommended for their cuisines. Luncheon at any of these places would probably cost around a dollar and a half; dinner around two and a half dollars.

Chambord (803 Third Ave.). Delicious French provincial cuisine, with pâtés—imported or home-made—a specialty. Chefs at work may be viewed through a long glass partition.

Chaumière (163 E. 56th St.). Just a few tables in the same room where the chef works. Fine fare, and a garden for open-air fans. Dinner about \$3.

Maud, Chez Elle (151 E. 49th St.). Presided over by Maud herself. Really commendable food, with dinner about \$3. Garden.

Café Louis XIV (15 W. 49th St.). A very Parisian restaurant in Rockefeller Center Plaza. Relaxing for lunch; near theatres for dinner.

Lafayette (University Place & 9th St.). Near Washington Square, this authentic old restaurant and hotel is as popular as it was in the 'Nineties.

Longchamps. A chain of restaurants providing excellent, conventional food. No tipping is permitted, tips being taken care of unobtrusively on the check. These restaurants are scattered at convenient points about town—the one at Madison and Fifty-Ninth Street being open all night.

LESS EXPENSIVE FRENCH RESTAURANTS: Lunch comes to about a dollar, and dinner under two dollars, at the following places. Very good meals, be sure.

Au Canari d'Or (132 E. 61st St.). Cosy, cheery, and very French. Jean, the proprietor, will take your interests to heart.

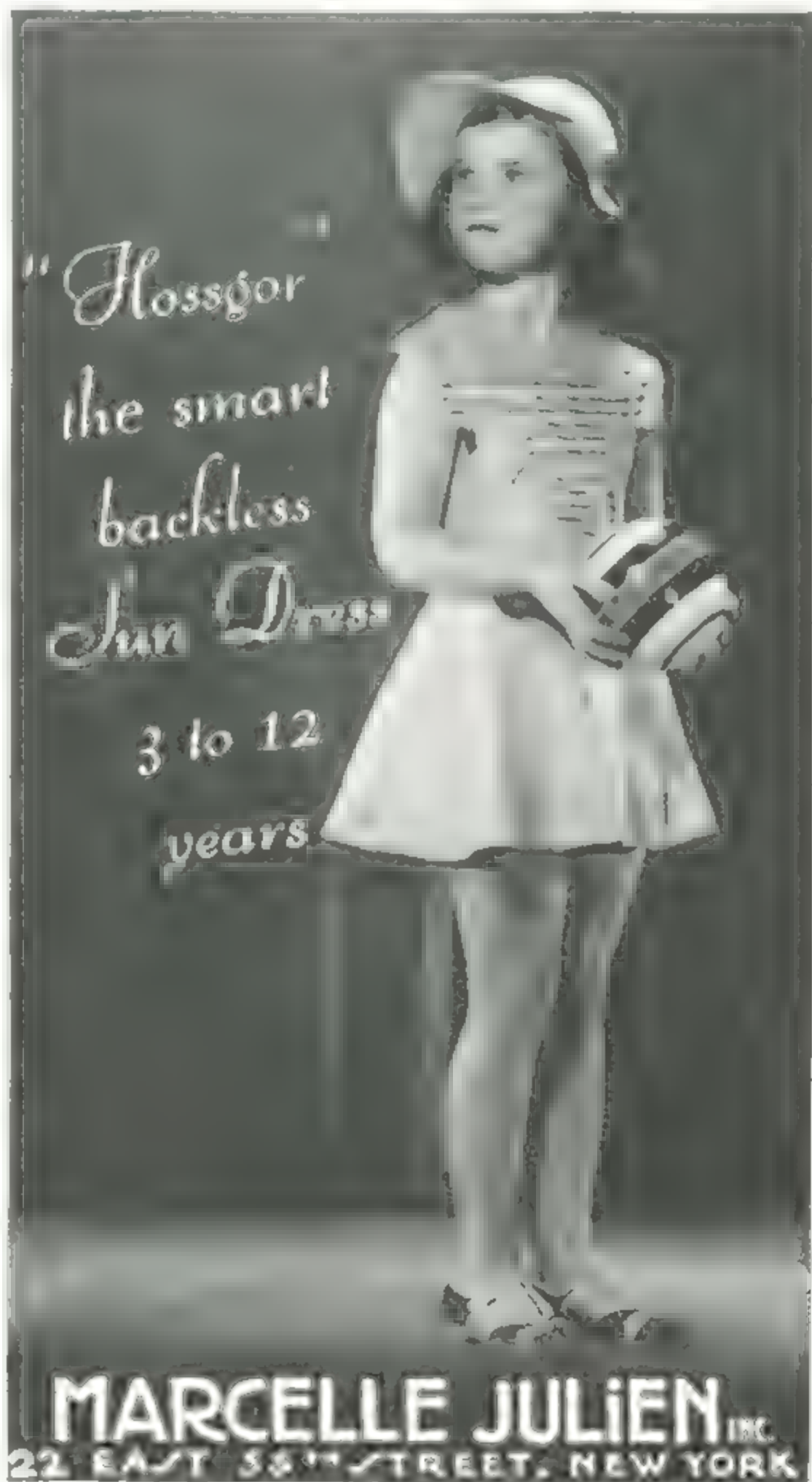
Michel (38 E. 53rd St.). Intimate and Gallic. Finest hors-d'œuvres in town.

L'Aiglon (15 E. 55th St.). Good food for modest prices in an enjoyable setting.

FOREIGN FLAVOUR: Teeming as it is with foreign colonies, New York is naturally full of restaurants with the flavour of all countries. The following are among the best:

SWEDISH—The Kungsholm (142 E. 55th St.). An elaborate smörgåsbord table and other

"Hossgor"
the smart
backless
Sun Dress
3 to 12
years



MARCELLE JULIEN INC.
22 EAST 55th STREET, NEW YORK

WELCOME TO NEW YORK

Scandinavian specialties. Cool, attractive garden.

AUSTRIAN—Hapsburg House (313 E. 55th St.). One of New York's most enjoyable small restaurants. Hungarian and Austrian dishes. Excellent wine list. Garden. Good bar. Luncheon about a dollar, dinner about two dollars.

Crillon (277 Park Ave.). Viennese as well as French cooking. Snack bar. Dinner around two dollars.

GERMAN—Luchow's (110 E. 14th St.). Old and dependable as a Bavarian *Rathskeller*, with the sort of music you'd expect.

[NOTE: Eighty-Sixth Street between Lexington and Second Avenues—a district known as Yorkville—is full of *Steubes*, bars, and dance halls, and movies catering to German-speaking New Yorkers.]

CHINESE—Though New York's Chinatown has many restaurants, better not try to negotiate them without the guidance of some one who knows. Up-town, try *Ruby Foo's*, either the Fifty-Second Street near Broadway one, or the other on Fifty-Fourth Street, opposite El Morocco.

JAPANESE—Miyako. On West Fifty-Eighth Street. Shrimps fried on braziers right at the table.

RUSSIAN—Kretchma (244 E. 14th St.). Russian food and entertainment, in an air-conditioned cellar.

INDIAN—East India Curry Shop (117 E. 60th St.). Excellent curries. Appropriate for tropic temperatures. No liquor served here.

ITALIAN—Giovanni's (66 E. 55th St.). In a private house, clean as paint can make it and attractive as taste can make it. Excellent Italian cuisine. Luncheon just over a dollar; dinner around two dollars.

Sardi's (234 W. 4th St.). This friendly restaurant in the heart of Broadway is always full of the same stars and theatrical people whose caricatures paper the walls. Spaghetti cooked in a chafing-dish by your table is a pet dish.

Christ Cella's (144 E. 45th St.). A de luxe *bistro* near Grand Central Station. Simple, excellent food.

Barbetta's (321 W. 46th St.). Hearty, bourgeois Italian food à la carte. Being "West Side," it's a good-before-theatre stop.

Louise's (302 E. 58th St.). A friendly restaurant near the Queensborough Bridge (one bridge that leads to the World's Fair). Louise and her family take care of everything, from cooking the tasty Italian food, to hat-checking. Very reasonable for dinner.

NEAR EAST—Golden Horn (39 W. 51st St.). Armenian and Turkish specialties of quality and authenticity.

TURKISH—Constantinople (9 W. 52nd St.). Good Oriental food in a big, nicely decorated room. Special hors-d'œuvres—Cheese Beurek, Iman Bayildi, Yalanji Yaprak. Delicious main dish of lamb—Turlu Guvedj.

REGIONAL RESTAURANTS—Moore's (216 W. 46th St.). Steaks, seafood, American and Irish dishes.

The sort of plain, substantial fare that men are always talking about. Convenient to the theatres. On the expensive side.

Grand Central Oyster Bar. Located, not surprisingly, in Grand Central Station. Pedigreed seafood. Oyster stews and New England fish stews consumed by the gallon, with trains rumbling pleasantly in the offing.

Eating out-of-doors



Chatham Walk (Vanderbilt Ave. & 48th Street). Refreshment, liquid or solid, under gay umbrellas in a quiet sector just off Park Avenue.

Therese Worthington Grant (284 Park Ave.). Something on the order of an out-of-doors tea-room, with an inexpensive Southern cuisine.

Park Lane Gardens (299 Park Ave.). Your choice of an old mill stream gurgling indoors—or dining al fresco. Moderate prices.

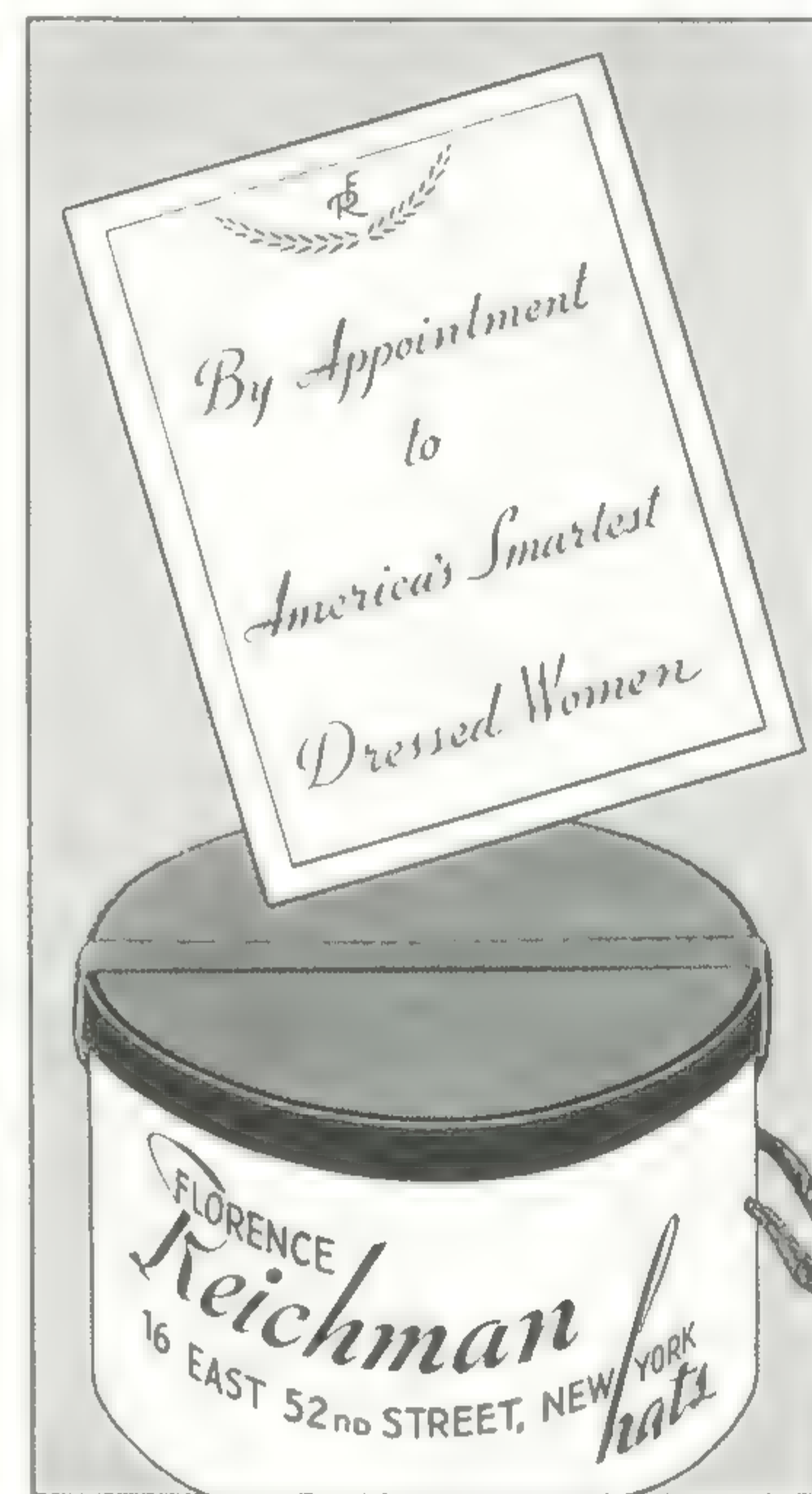
Casino-on-the-Park (160 Central Park South). The windows are removed, and so a good breeze filters through this hot-weather retreat in the Essex House. There's dancing at dinner and throughout the evening.

Marguery (270 Park Ave.). Airy, bois-like setting on Park Avenue. Fine eating.

Tavern on the Green. Set in the great open spaces of Central Park, with an equestrian centre near-by. Dancing. Moderate prices.

Claremont Inn (Riverside Drive & 124th St.). With a view of the Palisades and the spectacular George Washington Bridge. Perfect for hot nights. Dancing.

Ritz' Japanese Garden (at Madison Avenue and Forty-Sixth Street). (Continued on page 50)



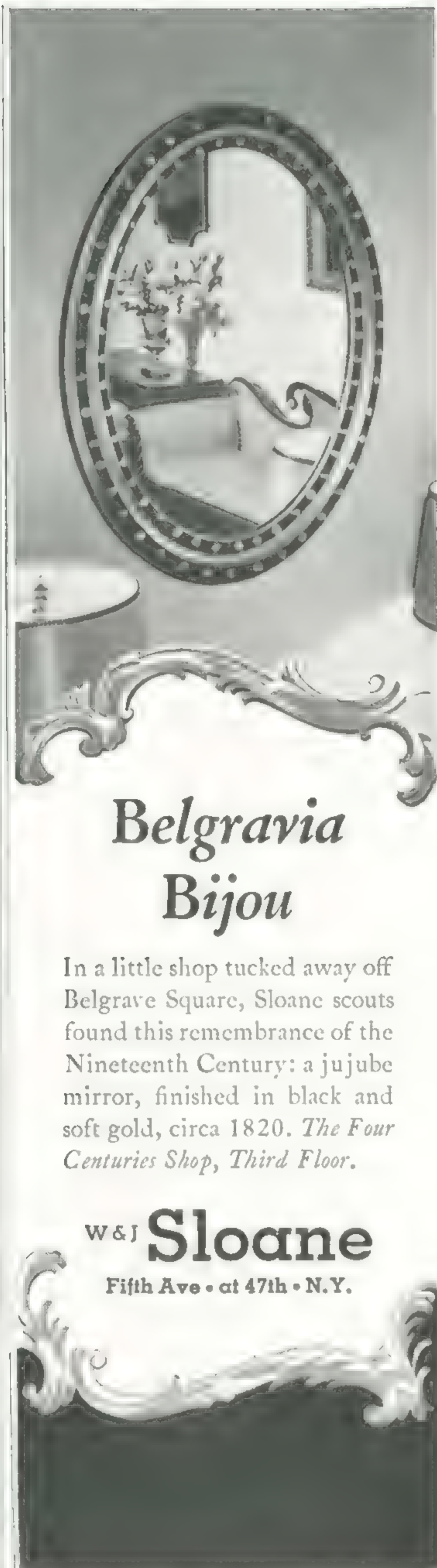
PERFECT FOR THE FAIR OR HOT
WEATHER ANYWHERE 49.95



FILER-MACHOL

747 MADISON AVENUE

at 65th St. N. Y. C.



Belgravia
Bijou

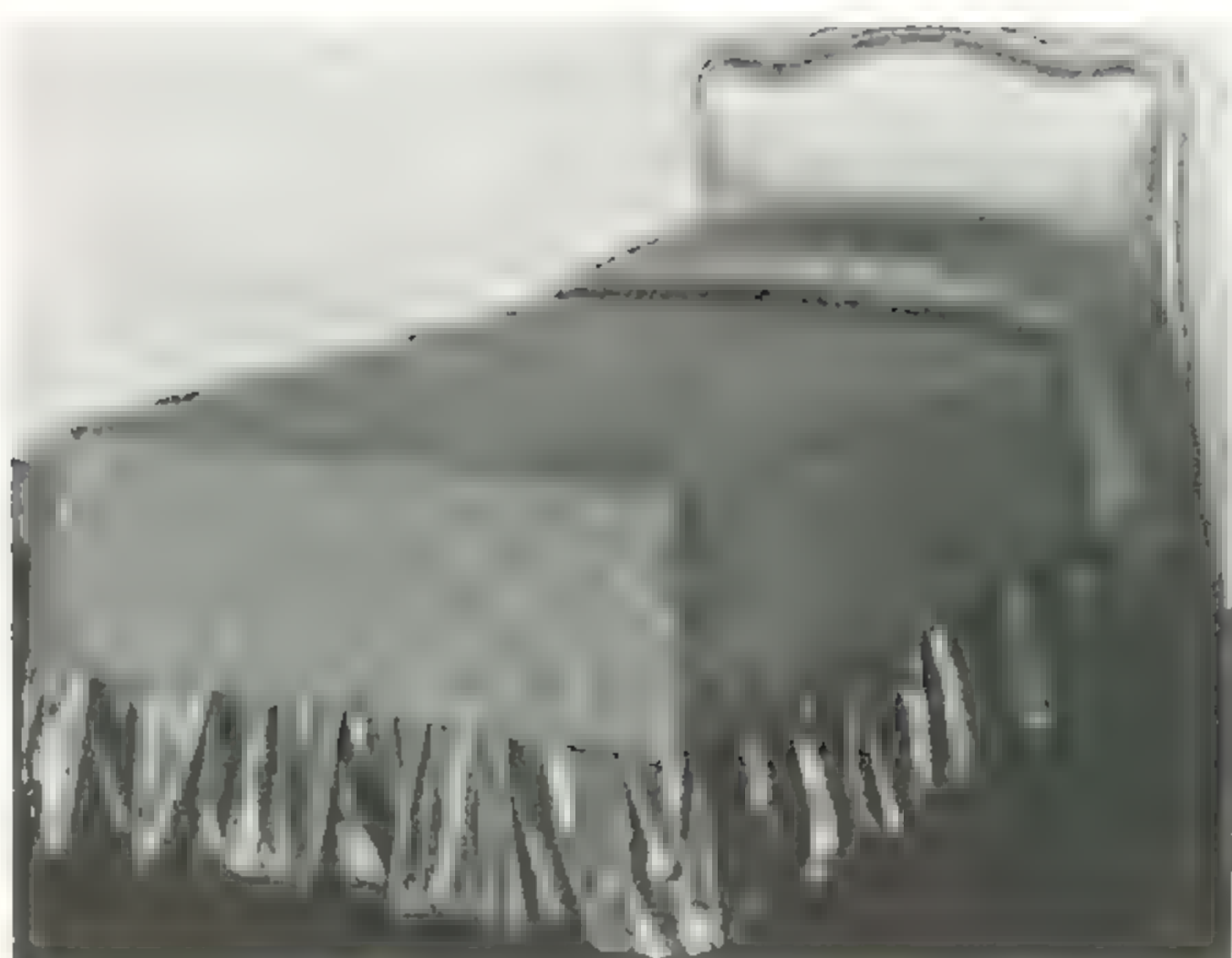
In a little shop tucked away off Belgrave Square, Sloane scouts found this remembrance of the Nineteenth Century: a jujube mirror, finished in black and soft gold, circa 1820. *The Four Centuries Shop, Third Floor.*

W&J Sloane
Fifth Ave. at 47th N.Y.

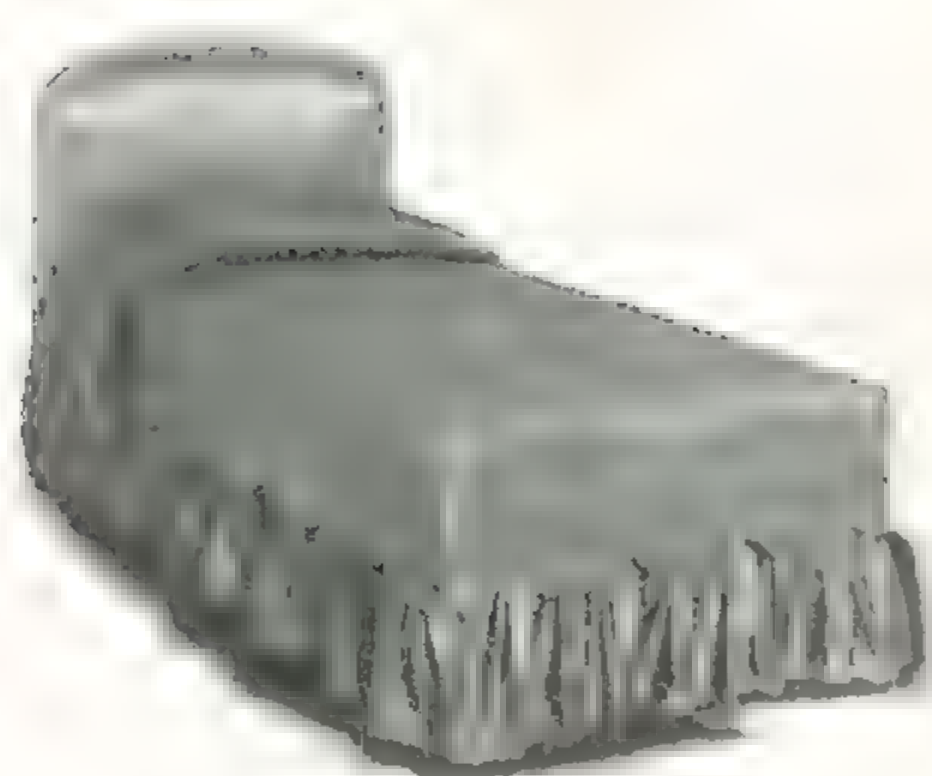
Emile's whimsical 'bow and comb' Chignon is adjustable and may be worn high, low, or at the sides



Emile 21 East 56 Street
Tel. Plaza 3-8090
COIFFURES

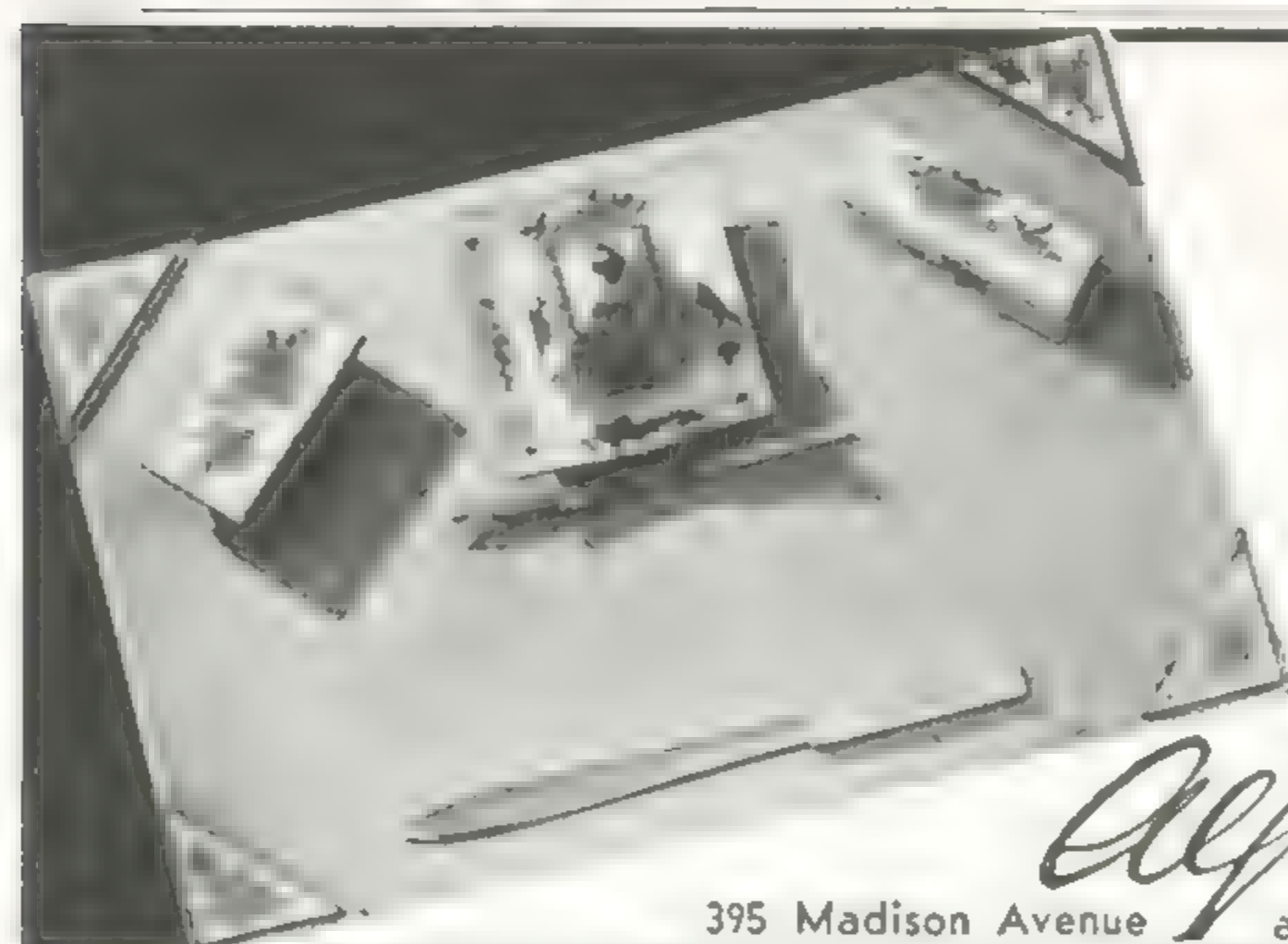


SIMMONS NEW "BEAUTYREST BEDS"



*Silken
Luxury*
139.50

Beautifully upholstered in damask, or quilted or embroidered satin... a new headboard bed at a really unusual price. The ensemble includes a Simmons Beautyrest mattress for cushioned sleep; a Beautyrest box spring for added luxury; headboard in a choice of three decorator-designed shapes in either blonde or white and gold finish; and a perfectly detailed matching spread... fully lined with a separate petticoat for custom fit. **Complete 139.50.** ★ Write Hale's decorator for upholstery swatches.



FRENCH PORCELAIN DESK SET

HAND PAINTED and BRONZE MOUNTED

Gold Rose Bouquets hand-painted on white, turquoise, dusty peach, jade green, and colored roses on white ground. The set \$65.00.

Inkwell, Pen-holder, Stamp-box and Letter Opener can be purchased separately.

Alfred Orlík
395 Madison Avenue at 47th St. *N.Y.C.* New York

Fred the hair stylist

*A New Age
of Innocence
Bébé curls...
the new permanent*

NEW YORK • 18 East 49th Street • Eldorado 5-2220
WASHINGTON, D. C. at Philipsborn • 608 Eleventh Street • National 4174

WELCOME TO NEW YORK

(Continued from page 49)

A cool, relaxing spot in the heart of the shopping district.

Café de la Paix (50 Central Park South). A corner café in the Hotel St. Moritz. It looks out over a refreshing vista of Central Park trees.

Brevoort (5th Ave. & 8th St.). Located in an unbusy section of the city. Tall drinks; French cuisine.

Longchamps at Twelfth Street. This place, with a Swiss *décor*, gets the evening breeze. Man-sized drinks from the hands of gifted bartenders.

Steuben's Times Square. A perfect place to view the life and lights of the Gay White Way.

Tea

British Empire Exhibition. On top of the British Building at Rockefeller Center, tea is served in typical British fashion. In summer, there's a rose-garden.

Rumpelmayer's (50 Central Park South). Tea and *pâtisserie* like those in the Paris establishment of the same name.

Sherry's (300 Park Avenue). A place as relaxing as your own cup of brew.

In addition, most of the larger hotels make a point of serving afternoon tea. The *Park Lane* serves tea in the lounge; the *Biltmore*, in the Palm Court to an accompaniment of Hungarian music; the *Waldorf-Astoria*, on the mezzanine near the Park Avenue entrance.

[NOTE: Many of New York's small restaurants—the ones that have been remodelled from old houses—have gardens in the rear. A typical slice of New York's summer life.]

Night-clubs

SMART AND SOPHISTICATED: *El Morocco* (154 E. 54th St.). A celebrity spot. Good dance music, but dancing is only incidental, being rendered practically impossible by the crowd. Better book a table ahead.

Stork Club (3 E. 53rd St.). Beloved of writers, theatrical people, and other assorted celebrities. Also dear to the hearts of the younger generation. Room for dancing, usually.

Féfé's Monte Carlo (49 E. 54th St.). A triumphant new night-club. Decorated in celebration colours by Dorothy Draper; guided expertly by Gene of the Colony and Felix Ferry. Jammed to the walls after-theatre,

with a high percentage of notables—after two, it thins out so you can dance to the really good music.

Rockefeller Center's Rainbow Room (30 Rockefeller Plaza). The sixty-fifth story. A cool, beautiful room, with a dance floor so big that you can even waltz unhampered on it. From May 10th to June 21st, Al Donahue's orchestra will alternate with Eddie Le Baron's tango rhumba band. Mary Martin, of *My Heart Belongs*, etc., fame, sings, and so do the Eight Men of Manhattan. Dario and Diane dance.

Broadway night-clubs



Diamond Horse-shoe (235 W. 46th St.). Pure Gay 'Nineties, with handle-bar moustaches on the waiters and black garters on the chorus. One of the most entertaining floor shows in town. A Billy Rose extravaganza.

Casa Mañana (755 7th Ave.). Vast, noisy, and good-time. Another Billy Rose place. On the stage, a new show with James Barton. Balinese dancers, trained seals, and girls, among others. Also on the stage—after the show gets off—dancing to Ozzie Nelson and Jay Freeman.

Paradise (B'way & 49th St.). Broadway as you'd expect it—with girls, girls, girls. Floor show at dinner and after theatre. Dancing.

Cotton Club (200 W. 48th St.). Harlem on Times Square. All coloured revue—loud and hot. Floor show.

Leon and Eddie's (33 W. 52nd St.). Rowdy, risqué.

CLUBS IN GREENWICH VILLAGE: *Jimmy Kelly's* (181 Sullivan St.). An intimate version of the Paradise.

Village Barn (52 W. 8th St.). Village version of rural high-jinks.

El Chico (80 Grove St.). Andalusian music, food, and drink.

Club Gaucho (245 Sullivan St.). Another Spanish spot in the same neighbourhood.

BROOKLYN: *Bossert Roof*. Located on Brooklyn Heights. Decorated like a ship, so convincingly that you almost expect to go gliding past the New York sky-line. Particularly good view at sunset.

(Continued on page 126)

martin from Vienna
well known hair stylist

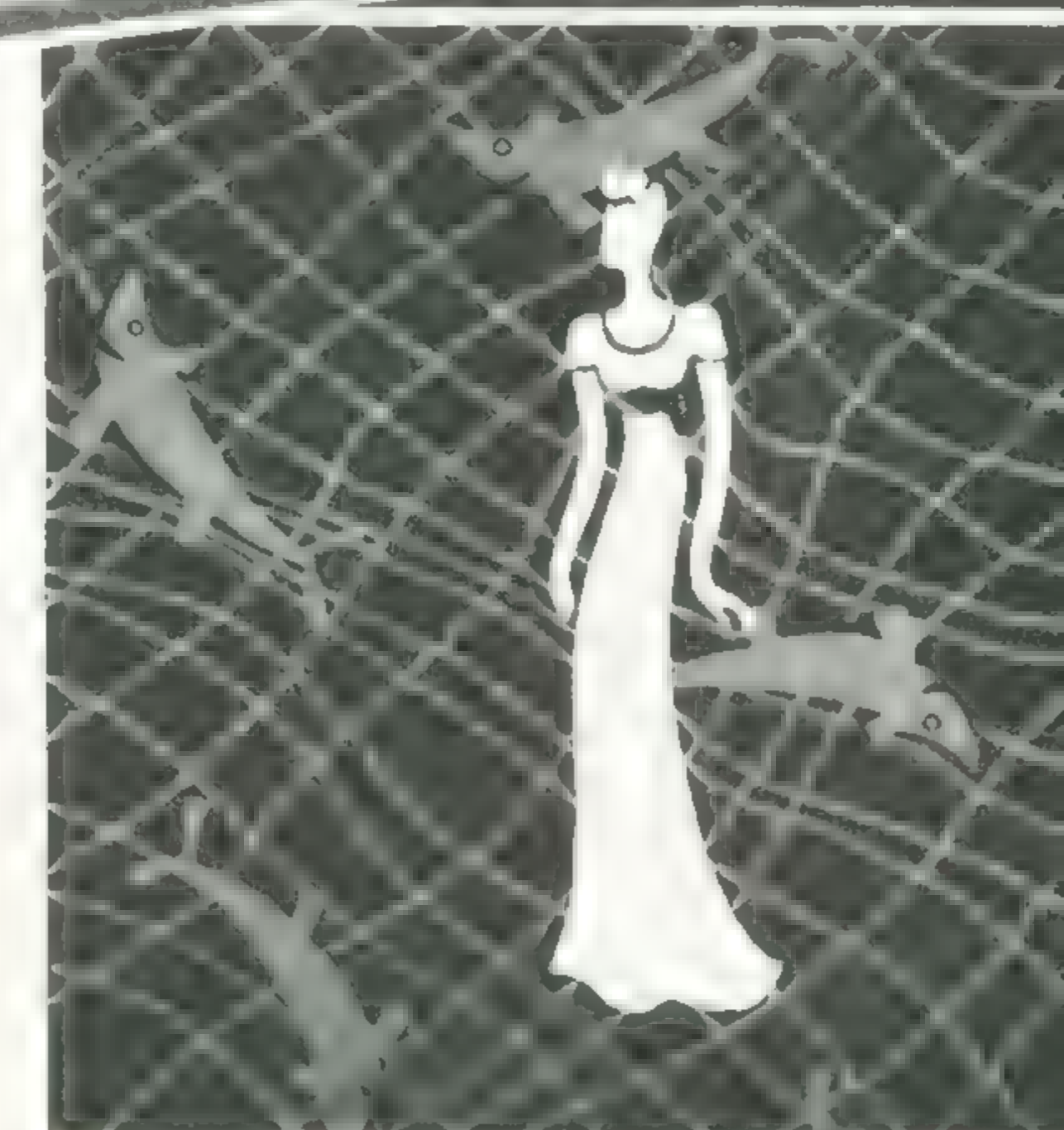
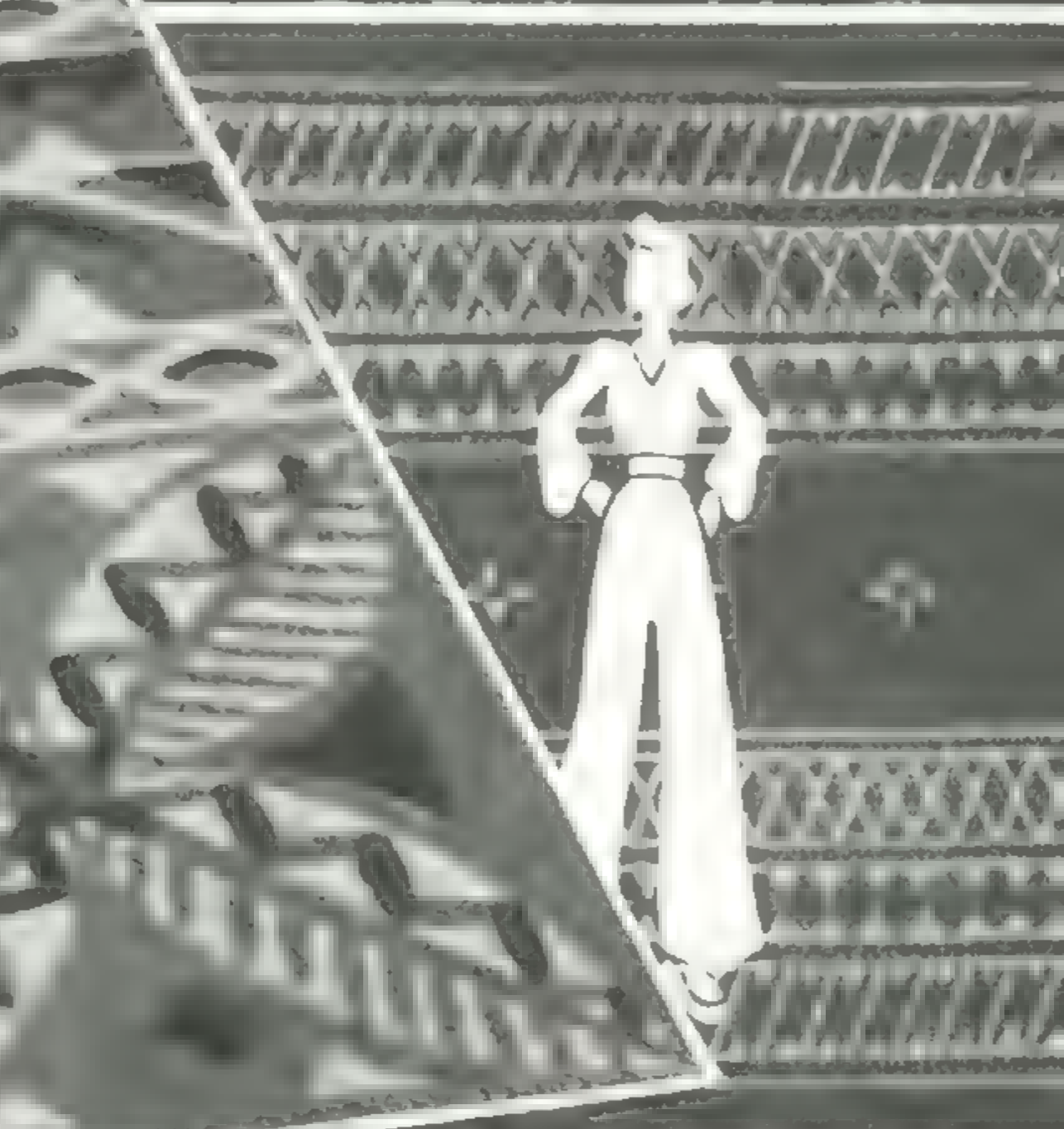
Remarkable Results in restoring
your hair to its original color.

For appointment... PL3-6262... *6 East 53 St. N.Y.C.



Photographs and designs from the
Polynesian Expedition of Truman Bailey

Polynesia Hei Tiki



Singing South Sea colors and designs brought to American fashion! The Hei Tiki (*top pattern at right*) amulet worn by Polynesian high chiefs. Motifs from hand-blocked tapa, the native "cloth" beaten from tree bark (*top center, and large fabric picture*). Patterns from war clubs (*third from top, at right*), shore shells, little fishes. Romantic colors from ground coral, lava, the sea, earth, breadfruit and hibiscus. You'll find them all in these Crown Tested Rayon fabrics, check-tested and approved for satisfaction in use. At fine stores from coast to coast . . . in fashions, accessories, and by the yard.

Sponsored by: B. Altman & Co., New York Capwell Co., Oakland J. L. Hudson Co., Detroit Halle Bros., Cleveland
The Emporium, San Francisco Jordan Marsh Co., Boston Kaufmann's, Pittsburgh
Marshall Field & Co., Chicago J. W. Robinson Co., Los Angeles Scruggs, Vandervoort, Barney, Inc., St. Louis.

Copr. 1939—American Viscose Corporation, World's Largest Producer of Rayon Yarn

C R O W N T E S T E D R A Y O N F A B R I C S



**THE FIRST NAME IN RAYON
THE LAST WORD IN QUALITY**



*Saks Fifth Avenue
Original*

THE SIMPLE-AS-A-DAY-DRESS DINNER GOWN THAT IS SO SMART THIS SEASON, INTERPRETED IN NAVY-AND-WHITE CHECKS (AN IMPORTED RAYON FABRIC) BRIGHTLY GIRDLED IN VERMILION. ONE OF A COLLECTION MADE IN OUR OWN WORKROOMS. 125.00 FIFTH FLOOR, NEW YORK

Vogue

COPYRIGHT 1939. THE CONDÉ NAST PUBLICATIONS, INC.

Incorporating Vanity Fair

MAY 1, 1939

Cover design by Benito

Welcome to New York, 46-50

Vogue's-eye view, 55

Invitation to the Fair, 56-63

Art of the low countries, 64-65

Dress sense of a Queen, 66-67

From Alexandra's day, 68-71

The queenly figure, 72-73

Mrs. Vincent Astor, 74

She has a desk at the Fair, 75

Coats for the "Yankee Clipper," 76-77

World's Fair in the 'Nineties, 78

The Diamond Horseshoe, 79

Fruit from Paris, 80-81

Polynesia in print, 82-83

Summer preview in New Orleans, 84-85

Southern innocents, 86-87

Land of cotton, 88-89

Vogue's spot-light, 90-91

5 P.M. to 2 A.M.—at the Fair, 92-93

A doll's wardrobe grows up, 94-95

For visiting the Fair, 96-97

Town gingham, 98-99

Mr. and Mrs. Gilbert Miller's house, 100-101

Fair weather ahead, 102-103

The shop-hound of to-morrow, 104

Discoveries in beauty, 106-110

Cool light gestures, 118-119

Vogue's travelog, 28-31

Gourmet's guide, 30

The dog mode, 34-36

School directory, 38-43

Vogue's address book, 44-45

The shops of Vogue, 46-50

VOGUE Incorporating Vanity Fair
IS PUBLISHED TWICE A MONTH

THERE ARE THREE VOGUES:
AMERICAN, FRENCH, and BRITISH

EDNA WOOLMAN CHASE
Editor-in-Chief of the three Vogues
Mohamed Fahmy Aghe
Art Director

AMERICAN VOGUE
Editorial and Advertising Offices
420 Lexington Ave., New York
Cable: VOGUE NEW YORK

STAFF EDITORS
Janice Davis, Managing Editor
Arthur Walter, Art Editor

FASHIONS
Emily Ford
Martha Stout
Couture: Willaumez
Bettine Wilson (Paris Office)
FINE ARTS: Allen Talmey
FEATURES: Margaret Case
SOCIETY: Mabel Wilson
BEAUTY: Madeleine Darling
COPY: Marcelle McGuane
MERCHANDISE: Frederika Fox

FRENCH VOGUE
45 Ave. des Champs-Élysées, Paris
Michel de Brunhoff, Editor
Duchesse D'Ayen, Fashion Editor
Thomas Kermar, Managing Director

BRITISH VOGUE
1 New Bond St., London, W. 1
Elizabeth Penrose, Editor
Madge Garland, Fashion Editor
Harry W. Young, Managing Director

SUBSCRIPTIONS
For the United States, Possessions,
Canada, Central and South America
\$5 a year in advance
Single copies 35 cents
For other countries subscription
price furnished on request

CHANGE OF ADDRESS
Write to Greenwich, Connecticut
Four weeks' notice is required
for a change of address and for a
new subscription. In ordering
a change give both the new address
and the old address exactly
as it appeared on the wrapper
of the last copy received.

COPYRIGHT
The entire contents of Vogue,
text and illustrations, are protected
by copyright in the United States
and countries signatory
to the Berne Convention.
They must not be reproduced
without permission. Title Vogue
registered in U. S. Patent Office.
Vogue is manufactured in the U. S.
by the Condé Nast Press.

THE CONDÉ NAST
PUBLICATIONS, Inc.
Executive and Publishing
Offices, Greenwich, Conn.
Condé Nast, President
W. W. Wurzburg, Vice-President
W. J. Beckert, Treasurer
M. J. Moore, Secretary
J. L. Scott, Business Manager






IN THIS ISSUE:
VOGUE'S-EYE VIEW
OF THE FAIR

ANDRÉ DE DIÈNES



SOME one said to us not long ago: "Why doesn't Vogue do an issue on the Fair, and give—not all the boggling statistics and industrial minutiae—but a more personal human approach from Vogue's view-point?" Therefore, this issue. While the World of To-morrow was half swaddled in scaffolding, we rooted out the things we'd like a guest of ours to see: the cosmic and the simple, the stupefying and the comic. More, we tell you the places to stay in New York, the places to go, the new shows to see, the clothes to be happy in. And through it all is mirrored our pride in the Greatness of the Fair—an unabashed, wisecrack-defying pride





INVITATION TO THE FAIR

Come and see the fireworks, bursting in unreality, the symbol of extravagance

See this newest architectural explosion, a prophecy of further modernism

See the intricacies of industries, from Big Steel to television

See the beauty of the purely enormous, of size doubling and doubling on itself

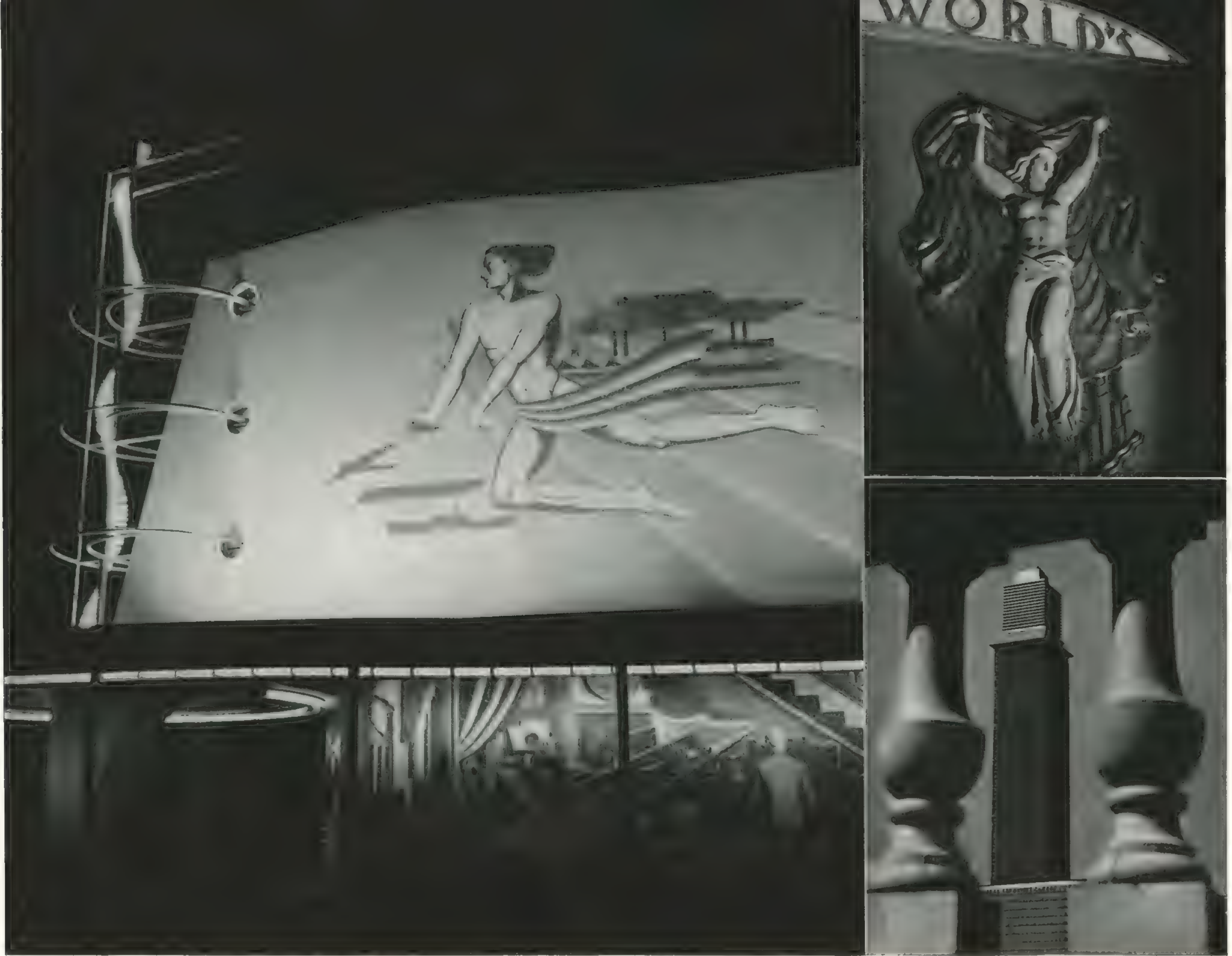
See the clarity of the great Perisphere, holding inside Democracy

See fun to exhaustion, high-principled and Rabelaisian

See the poster drama of a dozen arts, of music, painting, dancing

See a thousand spectacles, and dine from the Danube to the Rio Grande

See this vast concussion of a thousand imaginations smashing together

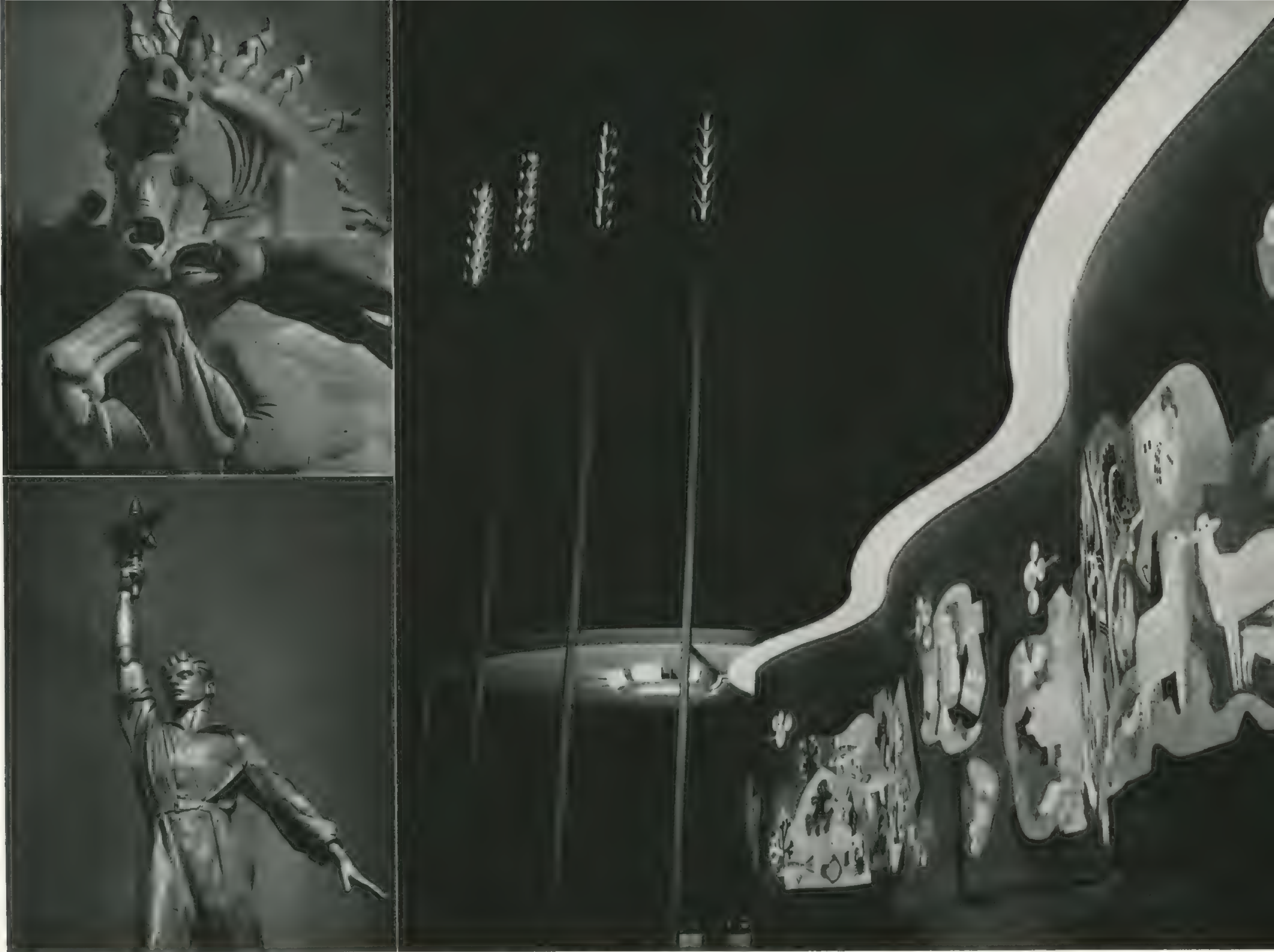


NIGHT-LIGHTING OF THE OPERATIONS BUILDING; STATUE AT THE ADMINISTRATION BUILDING; BELGIAN CARILLON TOWER

ANDRÉ DE DIÈNES

SPREAD-EAGLED over a reclaimed marsh lies the Fair. Unlike most other fairs that have been more or less a bunch of international capitols thrown together, this one has an idea—something about a “happier way of American living.” When the Fair was first thought of, that chimera of a better civilization seemed less far off than now, with the Fair opening in the bared teeth of an arming Europe. But, in spite of all that, it is better right in the beginning to forget the involved mass of symbolism; to remember that the Fair is a wonderful sprawl out of which you must pick for yourself the best.

See the architectural phenomenon of some of the buildings. For the first time in a fair, the buildings themselves are part of the exhibit, instead of being just monumental shells into which to push exhibits. That is the great achievement of this Fair—the vitality, the pushing, growing spurt of architectural ideas. There are, among others, the great General Motors and the Ford Buildings, each of them a feat of patterned movement, of stream-lined façades suggesting the stream-lining of the automobile. There is the United States Steel Building pulled wrong side out, with the steel girders on the outside, propping the big, stainless steel, melon-shaped building. There is the Marine Transportation Building, shaped like two enormous prows. There is the Aviation Building, like a silvered plane sticking half-way out of a hangar. And over the whole Fair is splashed colour, avenues of shading reds, of blues, of yellows, of greens. This is a Fair of murals, of brilliance, of organized colour, of night-lighting that turns everything to magnificence.



NIGHT-LIGHTING ON THE FOOD FOCAL BUILDING: SYMBOLIC HORSE; SPIRIT OF MAN ON TOP OF THE RUSSIAN BUILDING

Remember that not all the buildings, naturally, are good. Some have stuck to the clichés of modernism—a flat white wall and a piece of struggling sculpture. Those abstract boxes, some flaming with murals too symbolic for most minds, are more academically modern, more sterile than the academic classic ever was. Some of the buildings have a gay architectural sense of humour. Some are a belly-laugh.

Don't be bored by the Trylon and the Perisphere. In spite of all that the publicity has done to cheapen those symbols, they still remain the Fair's best. The designers took the cleanest, clearest, simplest forms known to man—the ball and the triangle—and used them in proportions that are not only dramatic, but which are—even more important—satisfying. Shining white in the sunshine, and shining blue at night, floating apparently on jumping jets of water, the Perisphere is noble.

See the Masterpieces of Art exhibition. Because foreign governments will lend only the paintings of their own nationals, Italy refused its great Dürers, France its Mona Lisa. (Italy, Germany, and Spain have lent nothing.) England, after a deal of coaxing, relaxed its ban on loans, mainly because England has been borrowing paintings madly for the last few years. This time, she has sent one painting, the fabulous Hogarth canvas of the Graham Children, which Lord Duveen gave to the National Gallery several years ago. France has lent a half-dozen; the Netherlands, its Vermeer. The group of Italian paintings, (Continued on page 135)

DEMOCRACY— INSIDE THE PERISPHERE

LEANING over the gallery rail, looking down on a tiny section of Democracy, are two of *Vogue's* girls, who, like most of us at the Fair, will be spectators at the vast show within the Perisphere. Part of that continuous, six-minute show will be the exhibit of the City of To-morrow, called neatly enough Democracy.

That model city has been designed by Henry Dreyfuss, one of the foremost industrial planners. His premise is that no one will live in these decentralized cities; every one will live out in the green belt of the countryside, leaving the city mechanized, efficient, uncluttered.

Since all Fairs leave their thumb-prints on their times, this Democracy may be the first sign of better living. (The Pennsylvania Fair of 1876 revealed the machine age; the St. Louis Fair of 1904, the automobile age.)

The rest of this Perispherean show—a day and night in the life of a future city—is composed of a diorama, with movies, music, and a finale curtain of golden polaroid light.



PHOTOGRAPH BY KARGER





ANDRÉ DE DIÈNES

With the Perisphere as backdrop—a blue-and-white satin dress: a natural linen coat over a crêpe dress. Milgrim; I. Magnin, California



Standing on the Helicline—a city-summer dress of stiff black faille, with its own small jacket. White straw hat. Stein and Blaine



"A DELFT COURTYARD," BY PIETER DE HOOCH—1629-1683



"MADONNA AND CHILD," BY JAN VAN EYCK—1385-1441



"THE MILK-MAID," BY JAN VERMEER, OF DELFT—1632-1675

Art of the Low Countries at the World's Fair

THE greatest masters of Dutch painting are richly shown among the several hundred historical, but ageless paintings in the "Masterpieces of Art" exhibition, now at the World's Fair. The collection includes the greatest obtainable works of sculpture and painting of the Italian, Flemish, German, Spanish, Dutch, French, and English schools, created between the years 1300 and 1800. The treasures have been lent by museums, by foreign governments, and by private collectors.

Among the finest of the Dutch paintings at the Fair is the one reproduced on the opposite page. It was painted in 1643, and belongs to the great period of Hals, when he was at the height of his fame, before poverty, neglect, and family calamities had broken his spirit and diminished his reputation as a painter. Singularly enough, what are rated as Hals' three finest "old women" portraits are now in American hands: one in the Frick Museum; one in the Mellon Collection, now given to the nation; and this *Vrouw Bodolphe* in the collection of Stephen C. Clark (once in the collection of J. Pierpont Morgan).

The "Delft Courtyard," lent by H. E. Ten Cate, of Almelo, Holland, is one of the famous Pieter de Hoochs, a master who, like Ter Borch and van Ruysdael, is not as well known in this country as Rembrandt, Hals, Vermeer, and Memling. The "Madonna and Child," by Jan Van Eyck, painted in 1433, is a small masterpiece, inscribed delicately in Flemish "As well as I can do." After much negotiating, the National Gallery of Victoria, Melbourne, Australia, has loaned it as a gesture of friendliness. "The Milk-Maid" is one of the thirty-six authentic Vermeers, and has been loaned to the Fair by the Netherlands Government and the great Rijks Museum in Amsterdam, which has never before allowed this painting to leave the country. Wonderful in its clarity, its placid lucidity, this is one of the greatest works of Vermeer, who, with Pieter de Hooch, perfected genre painting in the seventeenth century.



CONDE NAST ENGRAVING

Vrouw Bodolphe by Frans Hals



NORMAN HARTNELL DESIGN AT BONWIT TELLER; I. MAGNIN, CALIFORNIA

HORST • CONDÉ NAST ENGRAVING

Dress Sense of a Queen

H. M. Queen Elizabeth of England
follows no tradition but a royal one

MOST well-dressed women are fashion's puppets: slaves equally to serious trends and passing whims. Only a few have the inborn sense of style that triumphs over fashion...the clear vision of their own type that makes them evolve an elegant, but fashion-free, style of their own.

Queen Elizabeth is one of these rare women. She is not a "fashionable" woman in the usual sense of the word. Yet her clothes superbly fulfil the two fundamental canons of good dressing. They fit her personality like a glove; and they are brilliantly suited to her way of life.

The Queen is an essentially sweet and feminine woman. She is pretty, has a soft voice, good carriage, graceful gestures; it is her *sympathique* qualities that have endeared her most to the soft heart of the British public. It is, therefore, appropriate that a feminine note should run through her wardrobe...that it should be soft and delicate in colour, fabric, and line. All styles of dressing—the chic, the severe, the statuesque—would be quite wrong for her except the very one she has chosen.

Again, the Queen's unique mode of life, her position as first woman in the world, makes her dress problem a very special one. Her every occasion is important just because she is there. There can be little place in her wardrobe for informality—for prints, for little black dresses, for simple hats. Always in the public eye, the magnet of attention, she can not "dress down" without dimming the occasion. In the morning, an informal suit would appear casual; the Queen wears velvet or furred suits, jewellery, flowers. At receptions or Ascot, a short skirt and small hat would diminish the gaiety of the scene; the Queen wears a long, full dress and a picture hat. By night, a simple black dress would cloud the brilliance of the ball; the Queen wears formal décolleté, embroidered satin or lamé, a splendid tiara and jewels.

What, specifically, does the Queen wear? What are her favourite lines, fabrics, and colours?

Her chosen colours are invariably pale tones: chiefly many shades of blue, but also lavender-grey, beige, pink, and white; and she has fallen this spring for a new colour—pale aquamarine. She has chosen an outfit of very fine American wool in soft aquamarine for her meeting with Mrs. Roosevelt in America. And she has approved and selected a series of colours known as "Regina-blue" and "Mayflower-lilac" (each in light, medium, and dark shades), which are now available in fabrics in America.

She rarely wears dark colours, has never worn black except when in mourning—perhaps a pity, for black suits her excellently and has more chic than many of the pale shades. However, the soft flower colours suit her personality and delicate colouring well, (Continued on page 124)



Opposite page: This billowing dress is the type of pastel-coloured, full-skirted crinoline liked by H. M. Queen Elizabeth. It's of blue tulle (one of her favourite colours), sparkling with sequins, baring the shoulders. Diamond jewels, Paul Flato. Flowers, Constance Spry



Curtsey to Queen Alexandra

STILL another British queen—the charming Alexandra who ruled fashion at the turn of the century—is capturing the imagination of America this year. For once again, just as the whole world admired Alexandra for them, we admire a small head under an even smaller bonnet, a long neck encircled with a dog-collar, fabrics like pongees and linens and coarse laces, and parasols raised above them. We are even rounding figures, amply above and below a tiny waist-line, so that, once again, a man can say, “What a waist for an arm!”

- You’ll want to drive through the park in a victoria on the afternoon you wear the dress above—a natural pongee dress with dyed lace inserts, and puffed sleeves. And surely you’ll want to raise a parasol over that Alexandra bonnet of roses. At Jay-Thorpe.
- You’ll recall Edwardian gaiety if you dine in that flowing black organza—with the coarse lace the Edwardians loved rushing up to the throat and banding the skirt. It demands a great black straw hat, long gloves, and a cluster of roses on your chest. Hattie Carnegie.







From Alexandra's day

Opposite: Waltzing, much as in Edwardian days, a white marquissette dress with much white lace. Alexandra wore just such short cap sleeves, just such an off-shoulder décolletage to emphasize her small head set proudly on a long white throat. At Bergdorf Goodman

Above: You'll go to the theatre, much as queenly beauties went in the 1900's (to see Mrs. Leslie Carter). See the lorgnette, the beige fox muff, the dog-collar, the square neck-line of the beige lace dress. Seated: Beige crêpe dress and ostrich boa. All at Saks-Fifth Avenue



ONE OF QUEEN ALEXANDRA'S OWN DRESSES—SHE LOVED IT FOR INFORMAL DINNERS

HORST

The Queenly Figure

NOW that we are going to wear "Queen Alexandra" dresses—and the four preceding pages prove that we are—what shall we do about our figures? We'll want waists a little smaller. We'll want bosoms a little more ample. We'll want hips a little more in evidence.

There, on the opposite page, is the queenly figure admired in Alexandra's day. To recall it to you, we located one of Queen Alexandra's own dresses—a black tulle with black silk embroidery, which she often wore when she dined quietly with the King. [It was borrowed from the James Dowd Collection.] Posing in it here is Miss Barbara Cushing, posing with all the elegance of the epoch: bangs on her forehead, an aigrette in her hair, a velvet dog-collar dripping with 125 carats of diamonds. (Cartier loaned the necklace.)

You're not going to duplicate that figure exactly...but you are going to be influenced by it. For one thing, you may go in for corset lacing. Front lacing. Back lacing. Lacing that will, when you want, nip in your waist two or three inches. Laced all the way up the front is the Gossard corset at the right—a pink brocaded rayon-satin corset that would be a perfect foundation for one of the current Alexandra dresses.

Mark well, too, how short this new corset is—all the better to allow your hips to round out below it. Many a new corset aims to release, rather than to flatten, hips—employing soft fabric gores and gussets on the sides to lighten the hip control. Notice, too, how high this corset is—inches above the waist—the better to accentuate the bust. Some corsets mount from two to six inches above the waist.

We posed this corset as the Edwardians wore theirs—never, never next to the skin, but over their lingerie. The camisole here is of white silk crêpe and embroidered batiste; the taffeta petticoat has lace ruffles and baby ribbon. (All from Best.)

Already, of course, you're used to the idea of the camisoles, petticoats, ruffled panties, batiste underwear with lace or eyelet embroidery that aided and abetted Edwardian silhouettes. Soon your figure may be slightly Edwardian, too.



LACED CORSET FROM BEST

The Edwardian Ideal

"The Perfect 36"

The Eighteen-Inch Waist

The Well-rounded Hip

. . . Shall We Come to This Again?



HORST

MRS. VINCENT ASTOR

SHE HAS A DESK AT THE FAIR

Mrs. Vincent Astor: Executive

HER official title is the staggering length of fifteen words: Chairman of the National Advisory Committee for Women's Participation in the New York World's Fair. But under that interminable banner of words, Mrs. Vincent Astor has done a big job of organization. With less fuss than often accompanies the opening of a charity bazaar, she gathered thousands of women from all over the country into the orbit of the Fair. Through her Committee, she found out what the women of America wanted in a World of To-Morrow, and made those wishes concrete at the Fair. And it turned out that they wanted only the most practical things—ideas for public health, safety, and housing—that they could take back to their own towns.

Not since the World War have women been so widely and so well organized. A hundred women from each State were chosen by Mrs. Astor from the confidential reports of newspaper women. Mrs. Courtlandt Barnes, the Vice-Chairman of the main committee, was made head of the Chairmen of the State Committees. Through the Committee on Organized Hospitality, Mrs. Astor will arrange the entertainment of foreign and out-of-town visitors to the Fair. In two minutes, using the card-index system, Mrs. Winthrop Aldrich, the Chairman of this committee, can find a woman on her Panel of Hostesses who speaks Hindustani and will act as guide, or one who speaks Russian and will take a visitor to play golf.

Apart from all her work on these committees, Mrs. Astor has also been Acting Chairman of the Advisory Committee on Music. From among the programs which were submitted, she picked the broadest, the most general; and it was she who was responsible for having, in the Hall of Music, only music.

Had all this been done by a professional organizer, it would be amazing enough, but Mrs. Astor is anything but that. Her system is extraordinarily effective, but entirely unorthodox. If she is asked to do anything connected with music, which is her greatest interest, she will accept. If she is convinced that something should be done for the community, and that she can be of help, she will probably accept. But everything else that she does, she does because her sympathies have been aroused. Her approach is pragmatic. The mechanics of organization, so fascinating to the professional clubwoman, mean nothing to her. After examining the situation, she sees what must be done and does it. Because she has a clear and practical mind, the result is a small, closely knit organization with a minimum overhead. The expenses of the Musicians'

Emergency Fund, for example, of which Mrs. Astor has been acting President for six years, are less than three per cent. of its receipts. Like all good organizers, Mrs. Astor knows how to pick committees that will work, but, unlike many of them, she does a great part of the work herself.

In Mrs. Astor's house there is no roll-top desk, no row of bulging files. Her mornings are usually spent at home, in a little French sitting-room, with two secretaries and three telephones, and a temporary-looking (though permanent) card-table. While breakfasting, she makes all her appointments and arrangements for the day. And all the day is spent in meetings or at conferences or in her office in the Advisory Committee Building at the Fair. Besides being Chairman of the Fair Committees and of the Musicians' Emergency Fund, Mrs. Astor is a Director of the Metropolitan Opera Association and of the New York Philharmonic Society—President of the Philharmonic's Auxiliary Board. A nervous speaker, Mrs. Astor has made countless speeches for these organizations: in Boston, over the radio (her cool, even voice broadcasts well) and before an audience of thirty-five hundred people at the Herald Tribune Forum. And all this is done by a woman who loves traveling, people, and sitting up late.

Usually, Mrs. Astor spends the week-end at Rhinebeck, in the big, high-ceilinged house that stands above the Hudson River. It is an interesting house. Mrs. Astor is not essentially a luxury-loving person, nor is she particularly interested in redecorating just for the fun of it. Consequently, the house has a cachet that is hard to find and impossible to buy. The Englishman who longed to put one old-fashioned thing in each American house he saw, would have been delighted with Rhinebeck. In the drawing-room, the walls are panelled with long strips of damask that have been there for forty years. The wide lawns, sloping down to the river, would have reminded him of England. Mrs. Astor runs the place, for relaxation.

In the Rhinebeck Horse Show, every year, she drives a donkey in the donkey class, in serious competition with a great many Roosevelts. She plays tennis in the indoor court or, in summer, outdoors. She gardens constantly. In fact, so interested is she in gardens that, outside of her own work, her favourite at the Fair is Gardens on Parade. This project, with Mrs. Harold Pratt as President, has taken a five-acre plot of land and brought together every kind of gardener and almost every kind of plant, from plain grass to the spoon-fed ones that grow in tanks of chemicals and water. (Continued on page 125)



LELONG COAT AND SUZY HAT: SALON MODERNE, SAKS-FIFTH AVENUE

COATS FOR THE TRANSATLANTIC CLIPPER

Before Pan-American Airways' new "Yankee Clipper" took off for Europe, we rushed to its Long Island base and took these photographs. Moored above is the great Boeing ship, whose four 1,500-horse-power cyclone engines speed to Southampton, England, in twenty-four hours...whose forty passengers sleep, dine, even smoke on the time-annihilating hop

Above: Ready to step up the gang-plank, an ideal transatlantic flying coat, Lelong's camel's-hair reefer in a new shade of pale slate-blue, worn with Suzy's quilled pill-box. Opposite: Against one duralumin wing of the Clipper, a modern flying Viking in Jaeger's hooded top-coat of natural camel's-hair, clasping a Koret travel bag of alligator



ANDRÉ DE DIÈNES

JAEGER COAT: ABERCROMBIE AND FITCH; I. MAGNIN, CALIFORNIA

WORLD'S FAIR IN THE '90'S

Carlton Brown's account of the old Chicago Fair, when the Ferris wheel was a sensation

THE gem of all the fairs in America was the World's Columbian Exposition of 1893, whose rays, in memory, still light the way for its followers. Those were the happy, far-off days when leg-o'-mutton sleeves were the *dernier chic*, when plumes were on every lady's head, and bows and ruches under her chin, when Grover Cleveland was beginning his second term, when no true lady ever dared to smoke a cigarette. Those were the days of Lillian Russell, Fanny Davenport, and Maggie Cline; of "A Trip to Chinatown" and the third revival of "The Black Crook"; of Paderewski's original "farewell" performance, in 1893, at Palmer's Theatre in Chicago.

But the Columbian Fair is no longer remembered because of its style, or its peristyle, or even because of President Cleveland's beautiful bride. It is mainly recalled because it was there that America publicized sex; there that Fatima and Little Egypt held the hordes enthralled on the Midway Plaisance of Chicago's gleaming White Way, and paved the way for Sally Rand's swirling fans and coloured bubbles and even the Amazons who now, daily, are to shock and delight the visiting multitudes to Flushing's happy meadows.

We will choose, somewhere on those meadows, a girl—one girl only—who will bear the title, Miss World's Fair. But to the Columbian Exposition in 1893, Texas lavishly sent thirteen hand-picked and well-chaperoned beauties to personify the original States. A roomy World's Fair dress was there evolved, but it partook of what *Godey's* called the "tasteless and tiresome" dress-reform movement, and found little favour. Betrothed couples came to be married in the highest car of the miraculous Ferris wheel, but, since the management was "not seeking notoriety," they could only pitch their altars in the office of the superintendent. Their spiritual grandchildren, with less success, are now petitioning Grover Aloysius Whalen for World's Fair sponsorship of their nuptials.

The Fair of 1893 had its Woman of To-Morrow, too, though she was not so labeled. She was no prophetic fantasy wired for sound and geared to interplanetary commuting, but a model so practicable as to win quick and lasting acceptance. She was the woman of to-day emerging from her chrysalis, demanding suffrage and—a part of her—the abolition of the evils of rumselling and tight-lacing.

She was at once championed and exemplified by Mrs. Potter Palmer, who was President of the Fair's Board of Lady Managers. New York sent Mrs. Ralph Trautmann, Mrs. John Pope, and Mrs. William Kissam Vanderbilt to help the Lady Managers in choosing and displaying feminine contributions to art and industry in the Women's Building, designed by Miss Sophia Hayden, of Boston, in the Italian Renaissance style. To the exhibit, Mrs. Palmer announced at the outset, "no sentimental sympathy for women will permit the admission of second-rate articles."

The bars, indeed, were kept up to all but such first-rate articles as sketches by Kate Greenaway, napkins made of flax spun by Queen Victoria, and needlework by sundry noble hands. To lend a proletarian touch, Mrs. Palmer festooned her office with nets loaned by the fisherwomen of New Jersey. An American architect is supposed to have said: (Continued on page 112)

BILLY ROSE'S DIAMOND HORSESHOE

No night-club in New York seems more like another country and another epoch than the Diamond Horseshoe, with its sweeping nostalgia, its baroque magnificence of red and white and gold, its throwback to the plumed elegance of 1893, when Chicago had its World's Fair. Delighting in rampant femininity, in singing old songs, in the gay costumes designed by Raoul Pène du Bois, it is compounded in almost equal parts of fun and sentiment. Photograph by Edward Steichen





*Suzy's apple-growing hat
of rough white straw,
with a crop of fruit and flowers*



*Suzy's strawberry-patch
of leaves and berries
on a white satin Breton*

Fruit from Paris

vic

*Agnès' fruit-basket hat
of straw braid,
spilling plums and berries*



*Suzy's orchard hat
of burnt-toast straw,
dangling ripe pears*



POLYNESIA IN PRINT

UP from the Polynesian Islands comes fresh inspiration for America's summer clothes. That jovial race of Polynesians living on the islands that stretch from Hawaii to Tahiti know a thing or two about colour and design, and their lively motifs and exuberant shades fit perfectly into the easy-going summer life of America.

Mr. Truman Bailey, an artist with the brush and the camera, and an observant traveller, is behind all this. Struck by the design and colour possibilities latent in the islands, his ideas were presented to the heads of ten stores. They were more than enthusiastic—so much so that they backed Mr. Bailey in an excursion to Polynesia. The stores are Altman's, New York; Jordan Marsh, Boston; Kaufmann's, Pittsburgh; Halle's, Cleveland; J. L. Hudson, Detroit; Marshall Field, Chicago; Scruggs, Vandervoort, Barney, St. Louis; J. W. Robinson, Los Angeles; The Emporium, San Francisco; Capwell, Oakland.

Mr. Bailey spent months exploring the islands. He bought beautiful ceremonial tapa-cloths, mats, native war-clubs. He reproduced tattoo marks straight from native epidermis. He painted and photographed funny fish and lush flowers; gathered shells, dived after sea-plants. And he duplicated the tropic colours exactly.

Some of the results of his exhaustive research are shown in the clothes on these pages. The colours are true: the green of Luma reefs, the tan of Kona lava-dust, the blue of Mokapu, the red of hibiscus. The designs were taken from breadfruit, canoes, tapa-cloths, amulets...and they're printed on cottons and Crown-Tested Rayons. Details include shell buttons, shell and flower necklaces, scarfs, straw hats. The clothes made up are moderate in price. You will find them in the ten shops that aided in the venture, and in other shops throughout the country.

1. Laufala leaf and fruit on a rayon dress and bolero.
2. Sharks in a net make a rayon outfit for beach or evening.
3. Shells on a rayon skirt tied over a shorts play-suit.
4. Prehistoric belt on a lava-beige blouse and blue skirt.
5. Tattoo motifs on a satin with "Lastex" bathing-suit.
6. War-club motifs on a rayon smock, worn with slacks.
7. Oni-Oni shell blouse and green slacks of rayon.
8. Fiji tapa design on a cardigan, lava-dust rayon dress.
9. Safune tapa design on a cotton suit, hat, coat.
10. Snails on a one-piece rayon dress, softly pleated.





1. BONWIT TELLER •
BULLOCK'S-WILSHIRE

TONI FRISSELL



2. RUSSEKS



4

SUMMER PREVIEW IN NEW ORLEANS

With blustery weather still chilling New York, one of Vogue's editors gathered up the advance crop of summer cottons, linens, and silks and caught a 'plane for New Orleans and 80° sunshine. There, she photographed the warm-weather clothes on these six pages.

In New Orleans—new spring objective of travellers—mocking-birds sang. Plantation houses glimmered through the live-oak trees. Camellias flowered. Paddle-boats plied the Mississippi. People sauntered along Royal Street, famous for antique shops; into Antoine's or Galatoire's for gumbos or Oysters Rockefeller. Evenings, they gossiped on lacy iron galleries, or danced under twenty-five-foot ceilings. All in clothes like those you're wearing now:

1. On the gallery—a blue-and-white crêpe dinner-dress. Bonwit Teller; Bullock's-Wilshire.
2. Looking in the window of a Royal Street shop, "Antiques Creoles"—a plaid crêpe dress in dark red, white, and blue, with Sally Victor's plaid sailor. Both from Russeks.
3. On the steps of General Beauregard's house—a white rayon crêpe dress. Bergdorf Goodman.
4. Leaning over another grille-work gallery—a dinner-dress of white crêpe, with a draw-string top of red jersey; a red turban. Germaine Monteil design. At Bonwit Teller; Neiman-Marcus.



3. BERGDORF GOODMAN

In a strictly sentimental tradition—this frail dress of white organdie, eyelet-embroidered across the hips. Unexpectedly, the shoulder-straps are of worldly black satin. The gold necklace hangs from a black cord. Bergdorf Goodman has this dress

TONI FRISSELL





SOUTHERN INNOCENTS

Member of the moonlight-and-honey-suckle school—this infantile dress of cross-barred white mousseline. It is made to glimmer in the moonlight, with its demure, full sleeves, delicate lace, and black velvet ribbon sash. From Best: and Marshall Field

Listening to an Uncle Remus spin a wonderful yarn about an ole rabbit—a towhead in a pinafore combination of green-and-brown checked cotton. The pinafore buttons on, not quite meeting over the little play-pants. Bon-wit Teller; Marshall Field, Chicago



TONI FRISSELL



LAND OF COTTON

Buying a Mammy doll from a real, bandanna'd Mammy—a visitor in a dress of chamois-yellow linen, with dark red and green dots like tiddledy-winks. Accompaniments—a baku cart-wheel; Kislav chamois gloves. Hattie Carnegie; I. Magnin, California

VOGUE'S SPOT-LIGHT

by Allene Talmey

FOR the first time in years, the summer theatre does not mean cow barns, but Broadway. Instead of disintegrating like old blotting-paper, the new summer season is fresh and sparkling. It means, because of the *oompah* of the World's Fair, that Cornell, Hepburn, Bankhead, Merman, Moore, the Marches, Massey, and Durante will make a summer here.

KATHARINE HEPBURN in "The Philadelphia Story" is exactly what this season has needed—a good romance. It is pretty nice to drop the home-reading of Pierre Van Paassen, of G. E. R. Gedy, of Nora Waln lost in deepest Germany, to leave Dorothy Thompson, and just watch Hepburn, in a magnificent red-and-white dress, get kissed and kissed and kissed. For a long time, every one has been looking for a girl who could be somewhat like Ina Claire when she did "The Gold Diggers" and "The Last of Mrs. Cheyney"—a pretty actress, who wore pretty clothes, could turn a line for the sake of the line, and whom every man in the cast, with any sense, was obviously going to fall in love with.

This play is Philip Barry in his non-mystic or money-making mood. The perfect escapist play, it has just enough meaning to make it seem as though it had more. Belonging to the banter, the airy, persiflage kind, the play has a wonderful set of characters, all keen at riposte; every one, from the ten-year-old smarty-pie sister to Uncle Willie, is clever, and gay, and a little Oscar Wildian. (There is some pother mentally about the good in the worst of us and the bad in the best of us.) The play has charm, some swell lines, and intermittent sense. Mr. Barry has two sides to his writing, as every one knows by now. There is his mystic obscurantism, which is definitely aggravating, and is the most pleasing to Mr. Barry. On the other hand, there are his clever fables, such as this one, which are only too understandable, and are hated by Mr. Barry, who has too much talent for the capacities of his mind. In any case, he has provided Katharine Hepburn with a rousing part, slick, and sweet, and full of adorable conflict.



KATHARINE CORNELL and Laurence Olivier are summering in New York in "No Time for Comedy," S. N. Behrman's amusing treatise, in which he proves delightfully that there is actually time now for trivia, for the writing of just clever lines, for amusing people. He apparently is right.



IRWIN SHAW, the Group Theatre's young man, has a new play, "The Quiet City," a bomb aimed at people who think that everything is so peaceful. Like all Shaw's plays, this one is threaded with low comedy, lyricism, and a fighting spirit. He knows all too well what is happening in the world, and reacts as though he were kicked by a steer. By now he is twenty-five, and has had an astonishingly full career, ranging from flunking out of Brooklyn College to doing radio programs about The Gumps and Dick Tracy, which ended rightly in his writing "Bury the Dead," his famous one-acter about the dead who refused to stick in their graves.

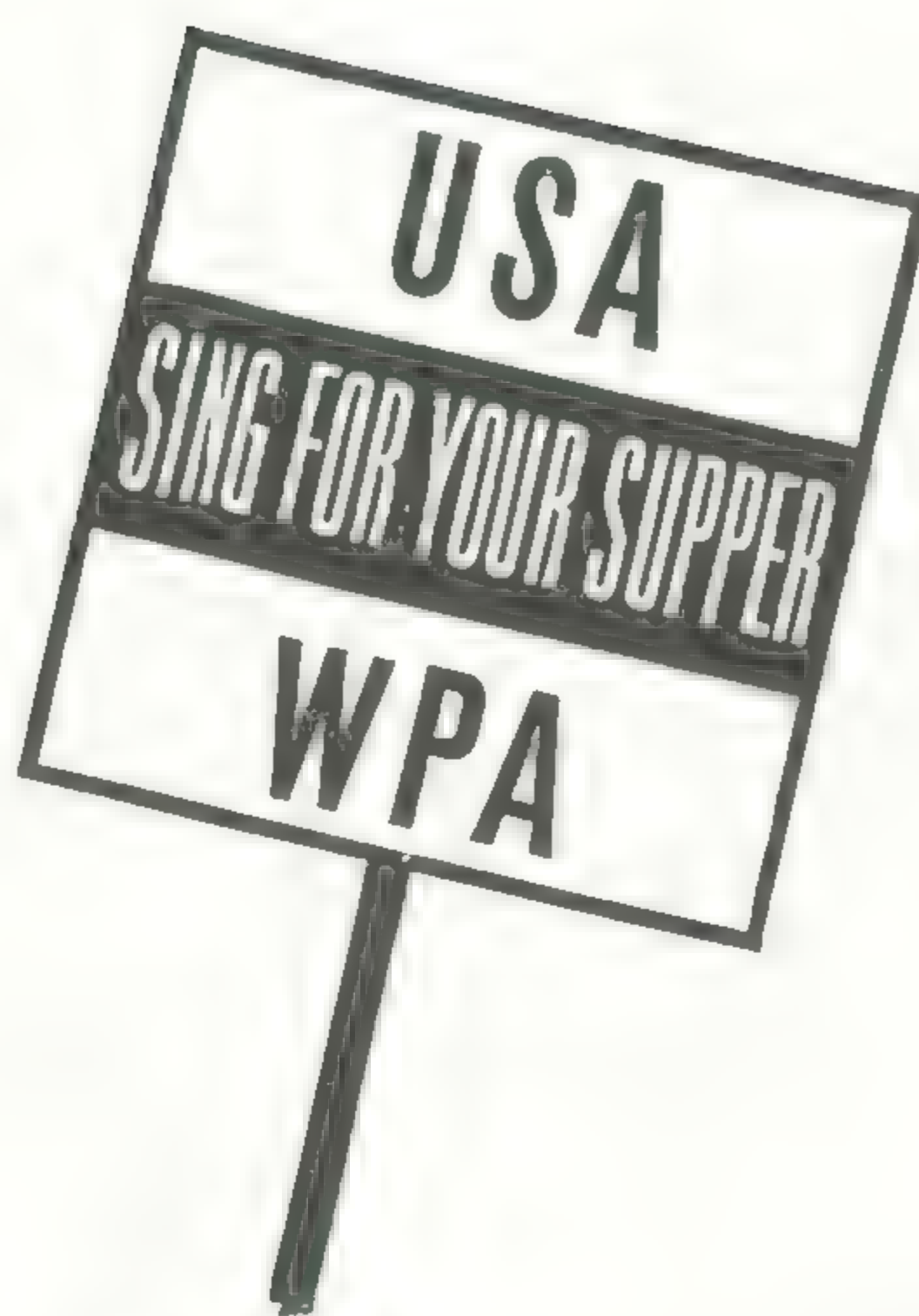
After a siege in Hollywood, he wrote "Siege," a pawky drama about Spain. Then he did "The Gentle People," now running on Broadway. Sometimes Shaw seems like a dilution of a gentler Odets, more often like the brightest young talent in the theatre.



MARGARET RAWLINGS has returned to New York in "The Flashing Stream," a play that London loved. It is concerned with that problem of duty versus love, which has perplexed British dramatists for years. This time, the problem is handed to a British officer, who is perfecting an aerial torpedo, one of those fantasy inventions that H. G. Wells is always saying is perfectly conceivable. Mr. Wells, in fact, thought that this imaginary aerial torpedo was so conceivable that he immediately endorsed it, in one of those extremely Liberal English magazines. Incidentally, the clear, flashing stream is duty. Mr. Charles Morgan, a dramatic critic, who wrote it, sees love as a whirlpool.



JOHN BARRYMORE is on the loose in "My Dear Children," which seems to be a drama built on the lines of "Hellz-a-Poppin," with Barrymore and Shakespeare taking the place more than adequately of Olsen and Johnson. No one pays much attention to the story, which is a little like Sanger's circus in "The Constant Nymph," because Barrymore is constantly going off hilariously into moments from Shakespeare. (He is an amorous Shakespearian actor.) Although the Barrymore profile is blurred, he does pinch of Hamlet, a little King Lear, and anything else that he wants. It is an entrancing exhibition of the knickknacks of his spacious abilities.



"SING FOR YOUR SUPPER" is the new W.P.A. revue, which has been threatening for months. By now it has been longer and more continuously in rehearsal than any show that practically anybody has heard of. (The first rehearsal was March 25, 1938.) So long was it in process that five actors have had the lead, only to leave to take a job on what is known as "the outside." Thirty-five others have also disappeared to reappear in the commercial theatre. It has been a superb show-case. In fact, the whole Federal Theatre has been a show-case.

There has been something rather elfin about the scattering attentions of the Federals. They brought out the technique of the Living Newspaper; "Triple A Plowed Under" was played with ramps and two soap-boxes. They put Negroes into such classics as "Macbeth," into "Androcles and the Lion." They twisted the tails of such ancient plays as "Dr. Faustus" by playing them with just trap-doors and backdrops. They even more miraculously, as a survey showed, brought, in New York alone, ten million persons to the box-office, sixty per cent. of whom were seeing their first legitimate, living play. Peculiarly enough, it is not the young people of the theatre who have had the most out of the Federal Theatre. The up-swelling of talents has come from the older brains behind the productions, brains that frequently were discarded in what the W.P.A. actors rather haughtily call "the commercial theatre." It is those brains and their cockeyed juggling of ideas that have made the theatre less refrigerated.



GEORGE ABBOTT is the only producer with three productions skimming through the summer ("What a Life," "The Primrose Path," and "The Boys from Syracuse"). He is the leader of the non-thought, non-significance school. Although there is never importance to his genre comedies, they have a power based probably on the illusion that his playwrights have scooped up a handful of characters from next-door. Going into an Abbott company is like old vaudeville in its system of training. Personality and prettiness are not enough. His casts belong to that small group of craftsmen, like Swiss watchmakers, who perfect details.

"SUSANNA, DON'T YOU CRY" is the second of the American Lyric Theatre productions. The costumes here were designed for it by Robert Edmond Jones, who writes such little comforting notes for himself on the side of the sketches as the "colour of my grandfather's robe" or "make dress gentle." The operetta will be gentle, full of minstrel songs, Stephen Foster, and warmth.





If your evening begins early, with dinner and dancing, and ends late (the amusement curfew rings at two), wear sheer black or brown. (Standing) Soft black chiffon, with inserts of black lace. Black straw hat. Henri Bendel. (Seated) Tobacco-brown chiffon. Pink hat. Henri Bendel. Jewels: Tiffany and Company

5 P.M. TO 2 A.M. - AT THE FAIR

For dining, perhaps at the French Pavilion, and going on to the Fair's Hall of Music for Hungarian folk opera or concerts of American music, Germaine Monteil designs a dress of crisp black silk organdie. The skirt whirls in twin layers. Bonwit Teller; Bullock's-Wilshire, Los Angeles; Ransohoffs, San Francisco



A DOLL'S WARDROBE GROWS UP



ORGANDIE SHIRT-WAIST AND SAILOR, REPLICAS OF THE DOLL'S OWN

Madeleine de Baine is beautiful, blond, blue-eyed, and about seventy years old. Madeleine is a French doll, a Doll with a Past. She was bought in Paris, in 1868, by a little American girl with whom she toured the Continent. And now this cosmopolitan is in America, gazing a china stare from a window at Bonwit Teller's. Her trunkfuls of clothes and trinkets, designed by famous last-century couturiers, inspired Bonwit Teller to make a series of adult-size, present-day costumes. Some are on these pages.

Madeleine—all her friends call her that, and speak of her as though she were alive—has the authentic chic of a Parisienne. Her fashion fits in perfectly with current fashions. There are the shirt-waist, the sailor, the bustle, the lingerie touches—as good now as in 1868.



STRIPED RAYON FAILLE DRESSING-GOWN



EYELET-EMBROIDERED PIQUÉ DRESS



GREY-BLUE TAFFETA BALL-DRESS



DE MOLAS

MOUSSELINE DE SOIE DRESS, WITH JACKET AND BUSTLE PATTERNED AFTER THE DOLL'S COSTUME

An ideal basic wardrobe for visiting the Fair...



Black-and-white checked gingham suit, smart at the Fair, in New York or on Long Island. About \$25. Milgrim. Multiply its usefulness by juggling the white, red, and black accessories opposite. (We tell you how, on page 128.)



Black crêpe afternoon dress, good for New York's tea-dancing or for dinner at the Fair. About \$40. Altman. Dramatize it with the black accessories (for great sophistication), or the white or red ones shown opposite



Black-and-white printed silk dress and fitted jacket with tailored piqué revers. About \$40. Milgrim. Vary it with red, black, or white accessories, with your mood. And on page 129, see two red jackets for any of these dresses



Black crêpe evening sheath from Kalmour, smart the world over. About \$30. Best. These really stirring accessories add very little more to the cost. For further excitements—scarf, girdle, and jacket ideas—see the suggestions on page 128

...varied with these white, black, or red accessories



White accessories, effective with all three day dresses. Rough straw sailor, about \$10; Bonwit Teller. Lewis' white calfskin top-strap bag, about \$10; Saks-Fifth Avenue. Short white doeskin pull-ons, about \$5; at Lord and Taylor



Black beauties—a rough straw cart-wheel, about \$13; at Lord and Taylor. A Bienen-Davis patent leather bag, about \$11; at Altman. Gold metal necklace, under \$5. Kislav's hand-sewn gloves of black doeskin; about \$7, at Best



Red hat and bag...white gloves...for the day costumes. Red baku sailor, black-banded, about \$13; at Milgrim. Koret's red kidskin bag, about \$11; at Bonwit Teller. White fabric shorties, black-stitched, under \$2; Lord and Taylor



Black-and-white magic for the evening dress. (Try it on the afternoon dress, too.) Big white composition link jewellery; Leo Glass necklace, under \$2, bracelet, under \$1. Striped bag, of rayon-and-cotton, under \$10. All at Macy's



TOWN GINGHAMS: YOUNG IDEAS

Gingham is suddenly a town gadabout, an executive, an able sightseer at the Fair. It's still as good a friend in the country and a star pupil at school, but now you may look for it in town, too! Still cool, still washable, still young.....and *priced* for the young (these are all \$25 or less), it's as different from grammar-school plaids as you-now from you-in-pigtails. There are sophisticated, small checks. And don't miss the new evening dresses in gingham.

Above, first: Red-and-white gingham blouse, navy-blue Everfast linen suit, brass-buttoned. Second: *More* gingham. A one-piece dress of it with a bias skirt. And down the navy-blue Everfast linen bolero, gingham buttons—one at work, three idle. Red straw hat, with a navy-blue band. Opposite page: *All* gingham. An electric-blue ground crossed with a bold brown plaid, for the dress and Eton jacket. Big organdie cat's whiskers. Florence Reichman's straw hat, fabric crown.



DESCRIBED ON OPPOSITE PAGE

CAROLYN MODES DRESS: ARNOLD CONSTABLE



THE DRAWING-ROOM—CHINTZ CURTAINS, YELLOW SATIN SOFAS



MRS. GILBERT MILLER



MRS. MILLER'S BEDROOM—A WHITE ORGANDIE DRESSING-TABLE



ANOTHER BEDROOM—IN PINK AND EMERALD-GREEN



UP-STAIRS HALL—WITH ITS ORIGINAL BEAMS



MR. AND MRS. GILBERT MILLER'S COUNTRY HOUSE

"Drungewick Manor," in Sussex, England

DELIBERATELY simple is the country house of Mr. and Mrs. Gilbert Miller—a serene place in Sussex, England, to which they fly (in their own plane) from their town house in London. Once it was an old farm manor, built in 1238, and Mrs. Miller herself has done most of the gardens and decorations. With a free hand, and great flair, she has mixed "periods" at will, collected things she liked best from America and the Continent. An American hooked rug amiably "agrees" with French chairs in the dining-room. In the drawing-room there are gay primrose chintz curtains, yellow satin sofas, pine panelling, and Regency striped chairs. Old wall-brackets from Drury Lane have become candlesticks, and James Reynolds' pictures hang on the walls. In the up-stairs hall is Beidermeier and Austrian peasant furniture. In Mrs. Miller's own room are chintz curtains, blue-and-white taffeta bed upholstery, Venetian wall-brackets of blue and white opaline glass, a white carpet, and a white embroidered organdie dressing-table with a Venetian mirror.



THE BAR—YELLOW CURTAINS AND TOMATO LINEN BANQUETTE



THE DINING-ROOM—WITH ITS ORIGINAL INGLE-NOOK FIREPLACE

Fair weather ahead

YOU'RE coming to the Fair, or you're going to be in New York all summer, and you want to outwit the thermometer. Dark colours look the most metropolitan—black, chocolate, spruce-green, iced with white or with pastels. Here are little town suits and coat-dresses; basic dark dresses and dinner-costumes. And you can make all of them yourself.



THE LITTLE TOWN SUIT. (A) Make No. 258 of spruce-green sheer crêpe, with a bolero and a dirndl skirt. Frothy organdie blouse. Designed for sizes 12 to 18; 30 to 36. (B) Little box-jacket with flaring revers to accent the flare of the skirt. Nice of a World's Fair print, or a heavy cinnamon linen. No. 8360, designed for sizes 12 to 20; 30 to 40. (C) A little jumper-suit, very practical and light-hearted in a navy-blue sheer crêpe with a little white dimity blouse. No. 8394 is designed for sizes 12 to 18; 30 to 36



THE COAT-DRESS. You'll wear it to the Fair; and shopping, sightseeing, too. (D) To nip several inches off your waist, wear a wood-brown princesse coat of sheer crêpe over a brown-and-white print. No. 255 is designed for sizes 12 to 20; 30 to 38. (E) Printed surah, sheer wool jacket for Fair weather. No. 8286, "Easy-to-Make." Designed for sizes 16 to 20; 34 to 42. (F) Black chiffon coat, bright dress. 8398, designed for sizes 14 to 20; 32 to 44

THE BASIC DARK DRESS you will wear and wear all summer, with a bright patina of well-chosen accessories. Make it dark, make it basic, and add flowers, pastel gloves, jewellery. Or have everything but the dress coolly foaming with white. Here are three simple designs to choose from, for your own "Amateur Hour" successes:



- (G) If you make No. 8391 of sheer black crêpe, all the soot and sirocco of a big city in the summer will not be able to ruffle you. Designed for sizes 16 to 20; 34 to 46.
- (H) "Do" the Fair in a shirt-waist dress, a neat, dark, geometric surah print. Full, bishop sleeves and a trim pleated skirt. No. 8395 is designed for sizes 14 to 20; 32 to 44.
- (I) Or in a young basque dress, with a clipped-in waist, made of crêpe in a sleek, dark shade, to which you add glacial white accessories. No. 8389, designed for sizes 12 to 20; 30 to 38



THE DINNER-COSTUME. Have several blouses and skirts for evening put-togethers:

- (J) For sheer frivolity, yards of thin black net, topped with a tiny red jacket. No. S-4091, designed for sizes 11 to 17; 12 to 20.
- (K) For dining at the World's Fair, a Romany-striped chiffon blouse, chiffon skirt. No. 8371, designed for sizes 12 to 20; 30 to 38.
- (L) A sleek black top, a crisp white skirt, a red sash—for the neatest trick of the week. 8323 is designed for sizes 12 to 20; 30 to 40

• Back views of these designs are on page 114

Designs for Dressmaking



The Shop-hound of To-morrow

THE Shop-Hound of To-Morrow will be a lovely creature indeed, with buttons and machinery to fill her every need. But, as a matter of fact, the Shop-Hound of To-Day is no slouch either, if we do say it ourself. Look at what we found at the World's Fair, using no other aid than our old-fashioned nose for a good thing.

The blue Spode plates (1) are prettier than their picture, and come in sets of six, each with a design commemorating a different building at the Fair. The borders are made up of symbols in character with the buildings shown. They are at Abraham and Straus exclusively, in the neighbourhood of \$7.50 for six plates.

The young take more enthusiastically to souvenirs than any other group. For them, buy the Going to the Fair game, which we can't stop to explain now; around \$1 at Macy's. Or for the very young and artistic, a crayon set, offering an opportunity to colour all those buildings to suit the taste of the moment. Baby will probably turn out some colour-schemes more futuristic than To-Morrow itself. And all for about fifty cents, at Macy's. Both in picture (2).

This big white chiffon square (3) is as light as a cloud, and the pattern printed on it is the most delicate flower-like view of the Perisphere and the Trylon that we've seen or imagined. In one of many colours, against a white ground, it costs around \$3 at Stern's. As for (4), that is at Stern's, too, made of coloured crêpe, with a geometric colour-and-white border involving the Trylon and the Perisphere again. About \$1 for this.

V.V.'s has worked out some of her lovely lingerie-cases and carry-alls in Celanese satin. It takes a sly eye to detect the fact that all those wiggles and scrolls spell out World's Fair, but they do, in pink-and-blue or yellow-and-green, on white (5). Anyway, the pattern is pretty enough to stand by itself. Saks-Fifth Avenue has these dainties; about \$5 for the set of lingerie-cases; about \$4.50 for the bag.

McCutcheon's welcomes the *Affaire Flushing* with all flags flying (6). The spread-out scarf sports silken stars and stripes (saying New York World's Fair, New York World's Fair till you're dizzy), in red, white, and blue, for about \$2. The tied scarf flies a troop of Fair flags, in varied colours, on a coloured silk ground. All yours for about \$2.... And in the handkerchief world, Burmel has designed Irish linen squares showing panoramic scenes of life in New York at various periods of its history. One from 1850 to 1900 shows high-wheeled bicycles, Dolly Varden cars, and other nostalgia. They cost only a quarter or so, at Lord and Taylor. Best's has a larger Burmel square of sheer white fabric, with famous New York designs printed in a thin, etched line of colour; about fifty cents. (Continued on page 115)



Two Dramatic Make-up Hits

RED CAMELLIA . . . The Aristocrat of Red for make-up. Brilliant, daring, flower-fresh as its exotic namesake, Red Camellia has become the current darling of the sophisticates . . . Wear it with Black, with Navy and all the new Reds . . . In rouge and lipstick. Camellia powder and blended Eye Shadow complete the ensemble.

BOIS de ROSE . . . The Season's most important new make-up shade. Subtle, delicate, it perfectly interprets the fascinating 'feminine' mode . . . Choose Bois de Rose to accent your 'pretty' costumes . . . Wear it with all pastels and the gay pottery shades . . . The ensemble includes rouge, lipstick, Bois de Rose powder and blended Eye Shadow.

by **Frances Denney**
OF PHILADELPHIA

Make-Up Film . . \$1.50
Foundation Lotion \$1.65
Lipstick \$1.00

Creme Rouge . \$2.00
Compact Rouge, \$1.00
Face Powder . \$3.00
Eye Shadow . \$1.00





• Does this picture reflect your own experience? When your eyes have rebelled against overstrain? Or when eye fatigue and nerves have begun to affect your physical well-being—or your appearance?

It means that your eyes are asking for help. Fortunately it is so easy to restore their restful keen vision by taking just a half-hour out of your busy day for an eye examination. A once-a-year duty if you wear glasses. And it will reward you handsomely in greater comfort and peace of mind.

So many active women are affected by increasing eyestrain—by the strain of myriad glare-shocks. Science offers Soft-Lite Lenses as



an answer to the common need for protection against over-brightness. These helpful light-absorptive lenses are made in all prescriptions, single vision or bifocals. And they are marvelously inconspicuous.

When Soft-Lite Lenses are prescribed you will be grateful for their added comfort and beauty.

Published in the interest of more comfortable vision by the Soft-Lite Lens Co.,
New York Toronto London.

Issued only by Soft-Lite Licensees, this Protection Certificate accompanies genuine Soft-Lite Lenses, made at the great optical works of Bausch & Lomb.



Soft-Lite Lenses

PRESCRIBED FOR COMFORT...AND SO GOOD-LOOKING

DISCOVERIES IN BEAUTY



Hattie Carnegie's new perfume is just what you'd expect it to be, important, fresh, atmospheric, and beautifully bottled in its mediaeval glass flacon

SPLENDIDLY colloquial is a new beauty masque called Face-Do. Highly scientific in appearance, the masques come packed in chemists' retorts, and you can use each one three times. Endearing as a baby's eiderdown, it looks like a pink nursery blanket when you pull it out. Impregnated with a lavender-scented liquid, which has a triple-threat action, it is one of the pleasantest pick-up masques we have found in a long time. Depending on how your life is arranged, you can either put it on while soaking in your tub—or, if you have time under control, stretch out on your bed after your bath for a ten-minute "relax," and apply the masque, moulding it to the contours of your face. It stimulates, soothes, and acts as a fine powder base, all in one fell swoop.

You can get Face-Do at Lord and Taylor in New York.

Bunch yourself with red camellias to see how faithfully Frances Denney has reproduced their colour in her new Red Camellia make-up. A cool, petal-smooth, bright red lipstick backed by a creamy rachel liquid foundation and a sun-warmed shade of powder. Perfect with the new off-shades of lime and muted blues.

And, if you ever nibbled rose-petals when you were a child, Bois de Rose is going to give you some fine nostalgic twinges. Tender and sweet (not insipid), it even has the slightly dewy film that you see on morning roses. With it is the fragile Bois de Rose liquid foundation and a blending, creamy-textured powder. Obviously perfect with your pastel touches—or to make you look much-too-young-to-be-wearing-black-my-dear!

Revlon Nail Polish, famous for its smooth, high gloss, has achieved a triumphant trio called Tringar. The trio includes shades 1, 2, and 3, deepening in tone from a shadowed rose to candle-lit burgundy. Exactly right, as its name indicates, for your gipsy clothes—and a heavenly blend with your fuchsia tones, if you play around with fuchsia tones. (Continued on page 109)



Henri Bendel has a proper appreciation of brides. Witness the dream of this white satin and orange-blossomed set, made especially for their bridal gowns



DOORWAY TO BEAUTY

FOR THE WORLD'S FAIREST WOMEN

Elizabeth Arden extends a cordial invitation to all her clients from north, east, south and west and across the seas, to come to her New York Salon during the World's Fair season. And to all those visitors to New York who have not been her clients in the past, she also gives welcome. They will find the Salon's various services and amenities highlights of their daily program.

Fair Days will be tiring, nerve wearying and Fair Faces will show the signs of fatigue. The Salon will be open early each morning for special series of all-day make-ups and quick, refreshing treatments. Other series are planned for days-in-town. These include body moulding massage, Miss Arden's superb hair treatments, a new coiffure and, of course, her incomparable face treatments.

Elizabeth Arden

MYRNA LOY in Metro-Goldwyn-Mayer's "LUCKY NIGHT"



For a "glamour complexion"... PAN-CAKE MAKE-UP



Introduced by Max Factor • Hollywood first in Technicolor pictures, "Pan-Cake" is today's new fashion in make-up. It makes the skin look youthful, lovely, smooth as velvet. It hides every tiny complexion fault. And, miracle of miracles, it stays on for hours without re-powdering. Really, Pan-Cake Make-Up is the secret of a "glamour complexion."

Max Factor
HOLLYWOOD

DISCOVERIES IN BEAUTY

WE have just had the most extraordinary—and somewhat shattering—experience. So recently, too, that we still feel the impact. We have been colour-analysed. Exploded theories shook the air like a movie scene of a war barrage, and any preconceived notions of what were (or what were not) one's colours were knocked galley-west by that surprising—and authoritative—team of Mrs. Victor White and Mrs. Howland Wentworth.

Mrs. White is, of course, the well-known portrait-painter, with an artist's trained knowledge of colour values and colour reactions. Mrs. Wentworth, a colour specialist, assimilates and uses this knowledge, and passes it on to you in layman's language. This personalization of colour takes place in the Success School at the Richard Hudnut Salon, 693 Fifth Avenue. It is, in fact, now a part of the Success School routine, which is, as you know, bent on turning you out a completely assured individual. They not only concern themselves with your face, figure, posture, and hair—but now they have added this colour analysis, which tells you how to wear colour-without-tears.

The first thing that Mesdames White and Wentworth do is to strip you of the last little vestiges of make-up, so they can appraise accurately the exact basic colouration and undertones of your complexion. You feel naked, and very plain—particularly as they sit you directly under the sternest north light available, and regard you with an eye as non-committal as an oyster. Or so you think.

HOOPS AROUND OUR NECKS

Mesdames White and Wentworth have had made great hoops of colour, like a Peter Pan collar only five times as big. There are about one hundred and twenty shades, and these hoops are hooked around your neck, so that you appear to be looking out of a brightly coloured port-hole. Then, the fun begins. We, with our green eyes, preened pretty complacently as a Kelly-green hoop went around our head. *Everybody* knows enough to accent her eye colouring. But not for long. "Take it away," said Mrs. White, and tossed it into the discard. Bright blue replaces it, and suddenly you learn the indisputable value of colour contrast—using one colour to intensify another. If your eyes are blue, say, the average blue of any cloth will be so much brighter and deeper that you are in danger of draining the eye colour. But a strong blue for brown eyes is a vivid surprise. However, that is tricky business and not subject to sweeping generalizations.

As the hoops blaze and dim around your throat, you see what colour, which reflects into your face, can do in actually moulding contours. How one shade will make your face look heavy—a certain colour makes your skin look thick—another etches your jaw into a swift, clean line. You learn, too, how indisputably true is the old cliché of one man's meat is another man's poison. We were being analysed simultaneously with another girl. In our mutual opinion, we were practically identical twins. Same shaped face, same eyes, dark hair, blondish skin. But colour hoops showed us to be poles apart. She was a blue-green; we were a yellow-green. Incidentally, you work with Mrs. White and Mrs. Wentworth, with the aid of a hand-mirror. In that way, you really see what they mean—you see your own complexion colours, your eyes, your hair, receding and advancing in intensity with each change of the hoops. After a daylight analysis, you go under electric light and are analysed for evening colours. (Swatches of your good colours are given you.) Then, you are analysed for accents—for jewels, for flowers, and furs. Also, for whites, blacks, greys, and beiges, sun-tan and fashion colours.

KNOW YOUR COLOURS

Although this is part of the Success School course, you may, if you like, take the colour analysis separately—and, if you want to write to the Hudnut Salon, Mrs. White and Mrs. Wentworth will send you their literature. We feel that this is a new and important departure. It's a seeing-is-believing, and, once you've been analysed, your whole idea of colour, in relation to yourself, changes. (So drastically, in fact, that we are advocating a clothes exchange for colour-analysis graduates.) Gone are the old glib statements of blue for blue eyes—green for red hair. And gone forever are the days when red was just a colour—and you knew nothing of its variations, its complements, its overtones. Among other improvements, you'll find future wardrobes swinging into line—fewer colours, but all of them right. Curiously enough, you feel strangely "come home" when the right colour is circling your head, which may account for the sustained passion we sometimes have for one particular dress. The one you "always have a good time in." After you're analysed, check your analysis card and see if that particular dress isn't among your approved shades.

Although the thought was not suggested, we personally intend to use our colour analysis for autumn redecorating, as well.

TO OUR CONTRIBUTORS

Manuscripts must be accompanied by postage for their return if unavailable. Vogue assumes no responsibility for unsolicited contributions except, of course, to accord them courteous attention and ordinary care. Vogue does not accept or pay duty on drawings submitted by foreign artists, unless the drawings are sent at the order of Vogue or by previous arrangement with its New York office



Masterpieces

...have always been created by the inspired fingers of skilled craftsmen. The loveliness of Genuine Orange Blossom Engagement and Wedding rings may likewise be attributed to the skill and infinite care with which they are fashioned by Traub Master Craftsmen. Your jeweler will be pleased to show you the newest designs in these pridesworthy rings. Be sure to ask him for your copy of "Orange Blossoms," a beautiful and useful book for brides-to-be.

"Genuine Orange Blossom"

ENGAGEMENT AND WEDDING RINGS by Traub

DISCOVERIES IN BEAUTY



She discovers that her face is dirty...! Out of this new compact come cleansing pads, and (in private, of course) she goes to work to clean up

Out of the same compact comes her rouge. She finds that it goes on just as smoothly and evenly as it does at her own dressing-table



She produces powder—her mirror is large and clear, so she is not forced to powder the northeast and southwest corners of her face separately

HIRSCH

Then, bending to the light, she pulls out her little lipstick—the final drawing together, the character establishing, of a clean, well-powdered face



ACTUALLY, this new compact of Helena Rubinstein is a miracle of compactness. Exactly like watching eight fat men climb out of a baby Austin. Or, like the old marine slogan, "It can't be done, but here it is!" Elaborately encased in black enamel, with a baroque gold-coloured border, you can do yourself up completely and even have pads enough left over to shine up your throat and wrists (grime is generous in its donations). Obviously, a handsome "must" to carry about with you everywhere.



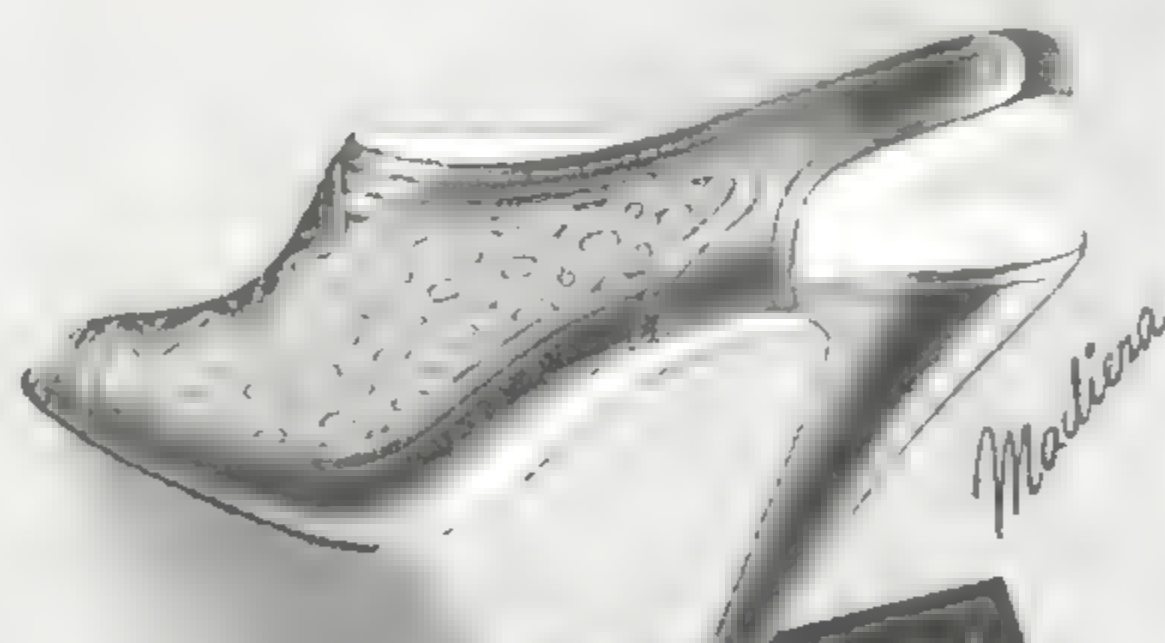
Be Gay, Cool and Everlastingly Alluring
in **HEEL LATCH**

*Frosty
Whites*



To be your dazzling self this smart summer season... wear Heel Latch shoes... Temptingly daring in their styling... deliciously cool... and unbelievably comfortable. Their secretive Heel Latch feature gives you snug heel security... cradles your foot... buoys up your spirit. You'll like the way they step-up your Vitality. Write for the name of your nearest Heel Latch dealer.

\$5 and \$5.50
Slightly higher west of Rockies



TROCADERO...newest of the fresh air sandal ideas... a honey in all White.

KENTLEY... in smooth, slick White trimmed with stitching and perforations.

MADIERA... White Mesh takes new importance with Fiesta Tan Trim... gored heel strap assures fit.

Heel Latch
SHOES

ROBERTS, JOHNSON & RAND SHOE CO., ST. LOUIS, MO.
Division International Shoe Co.

For You whose taste is most discerning...

"MY TABLE SILVER", says the bride of today, "must live in harmony with my dining room . . . and must fit the tone and tempo of my home."

The ensemble idea has become thoroughly domesticated! That's why LUNT Period Designing holds such fascinating possibilities for people of taste. They can exercise keen discrimination in finding the most harmonious pattern and always be assured of Sterling which is worthy of a generation-to-generation heritage.

No longer need there be a discordant note in any well planned setting—whether it be simple Colonial, elegant Georgian, or crisp and flowing Modern. There is, you may be sure, a LUNT design which will live happily with it. And, we may add, live happily ever after.

To see all LUNT patterns and have suggestions for their suitability to definite types of rooms, please send for "The Bride Selects Her Table Silver", enclosing six cents to cover postage. Address Lunt Silversmiths, Dept. E-19, Greenfield, Mass.

MODERN CLASSIC—the very essence of the current spirit in design created by that master modernist, Robert E. Locher. Simple and ever so distinguished.

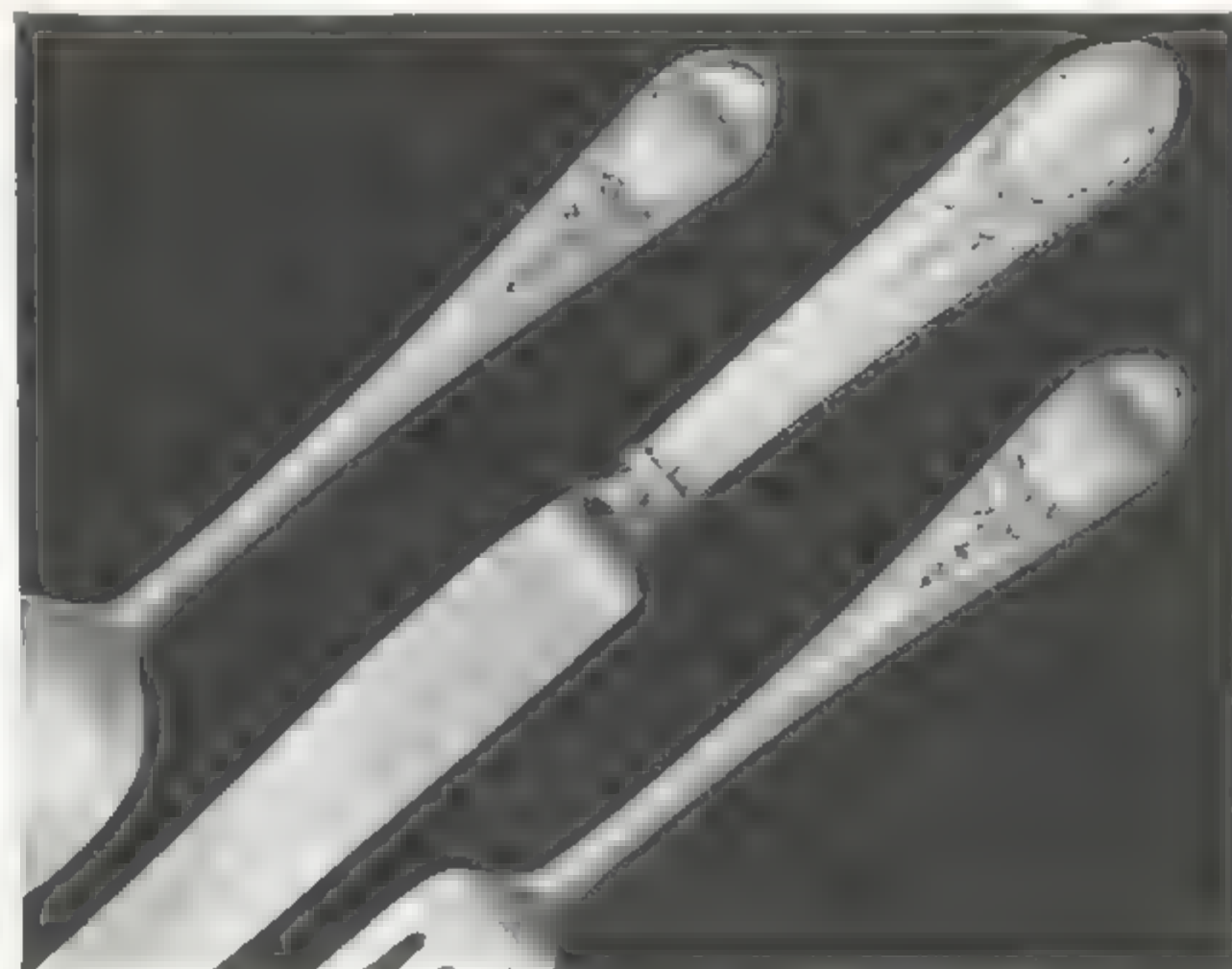
FESTIVAL—graceful and slender; smooth handles edged with bands of tiny conventionalized flowers. A contemporary design—and very versatile.

ENGLISH SHELL—reminiscent of the period which gave us the beauties of Chippendale, Sheraton, Hepplewhite. Slim handles with simple shell and leaf ornament.

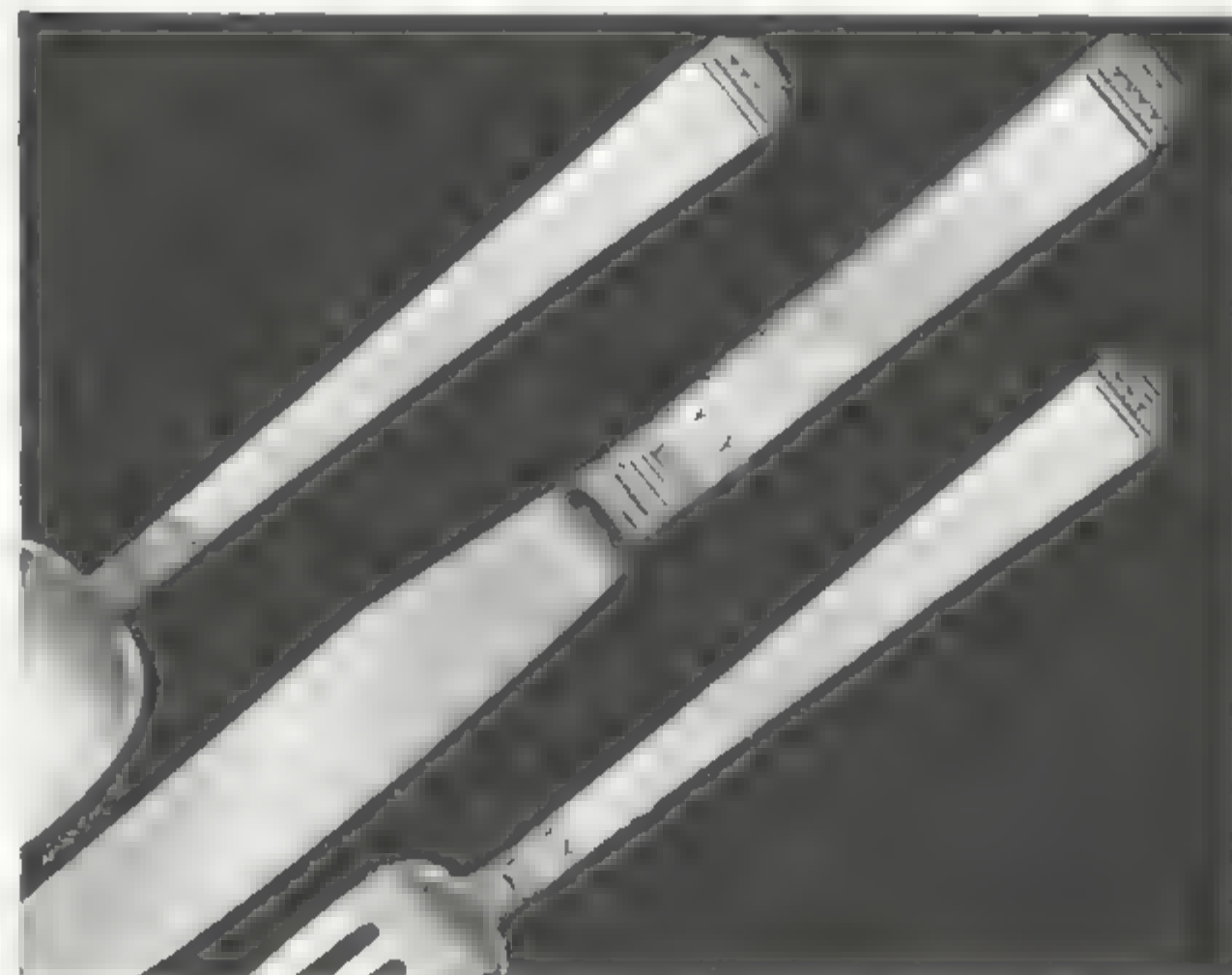
WILLIAM & MARY—inspired by the style of late seventeenth century England and delightful in rooms with an Early English or Colonial feeling.



DIRECTOIRE—a distinguished complement for Federal or late Colonial schemes—Duncan Phyfe, Empire, or late Georgian. A simple pattern with infinite style.



EARLY AMERICAN Engraved—one of the finest examples of Colonial silver, faithfully preserving the quaint characteristics of the period (1760-1800).



REGENCY—formal, regal, dignified—so utterly fine in detail and craftsmanship that it has been the instant choice of innumerable connoisseurs.



CHARLES II—luscious in its elaboration, impressively heavy in weight—the kind of silverware which finds its place in the more formal and elaborate scheme of living.

MODERN
CLASSIC

FESTIVAL

ENGLISH
SHELL

WILLIAM
& MARY

LUNT
Silversmiths

MAKERS OF STERLING SILVERWARE EXCLUSIVELY



In her wardrobe

PLACKETS MUST BE PUCKER-PROOF

For her own beguiling appearance, she insists on placket appeal in her dresses, her skirts, her slacks. She achieves a collection of seam-line plackets with Kwik slide fasteners. They are always smooth-running, always dependable. Their dainty, rounded metal elements have no rough edges or sharp corners to snag her favorite fabrics or rasp her hurried fingers. Their pre-shrunk tapes stand up through all the cleanings or launderings to which the clothes of a well groomed woman are accustomed. For decorative closures there are daintily colored Mislite Kwik Slide Fasteners.



KWIK
REG. U. S. PAT. OFF.

SLIDE FASTENERS

SHOE HARDWARE DIVISION

Waterbury, Connecticut

United States Rubber Company



WORLD'S FAIR IN THE 'NINETIES

(Continued from page 78) "The Woman's Building, destined to prove to the world and America the equality of the two sexes, is a monument erected by female hands to masculine superiority."

The planners of the Columbian Exposition were anything but unmindful of the mark Paris had given them to shoot at in her World's Fair of 1889. America believed, "that this Exhibition, the most remarkable which the United States have yet undertaken, must necessarily be...the most remarkable which the world has seen since its beginning down to our days."

And why not? It was the most remarkable, if only by virtue of its Ferris wheel. When Professor Émile Levasseur, of the Conservatoire des Arts et Métiers, saw it, he querulously noted that it was "vaunted as a marvel more astonishing than the Eiffel Tower." He felt that only through a close knowledge of American morals could a Frenchman understand our according a place of honour to the Woman's Building.

THE EPIC OF THE FERRIS WHEEL

No one but an American, probably, would thrill to the epic story of the genesis of the steam-powered Ferris wheel, and of the testing of the mettle of American womanhood in its crucible. As Carl Snyder told subscribers to the *Review of Reviews*, "When the big Fair was fully projected, there came up from the whole nation one well-nigh universal demand. That was for some novel achievement which would 'discount' the Eiffel Tower—something striking and original. It was a Macedonian call. American pride was at stake."

Construction of the White City was well advanced when the Director of Works, at a banquet for the builders of the Fair, praised its architects for rising to the inspiration of the occasion with their beautiful interpretations of classic themes, but, at the same time, castigated the engineers for their failure to meet the challenge of the Eiffel Tower. One rallied to the call. Young George Washington Gale Ferris, only a dozen years out of college, but with a number of bridges to his credit, quietly assured the Director that the need should be filled.

Mr. Ferris determined that he would "build a wheel, a monster," and forthwith began sketching it in such detail that his biographer, Snyder, could say that the idea "stepped forth at its birth as complete, as full-fledged as the goddess of the Greek myth."

But the Ways and Means Committee said Ferris had wheels in his head—those were their very words—when he presented the plan to them for financing, and it was not until four and a half months before the opening of the Fair that he finally convinced them that the scheme was practicable. The thing was thrown together in a short six months, and it had had no preliminary tryout before the day when it stood in theoretical perfection on the Midway Plaisance. There were those who thought it might assume the form of an egg when put into motion, but not so Mrs. Ferris, who had spurred her now-absent husband on in his hours of despair, and inspired the construction crew to their best efforts. With six cars

attached to the framework, the superintendent determined to take a trial ride. Do you think he went alone? No, indeed. Mrs. Ferris was right in there testing. "She did not falter one moment," a witness recounted, "nor did she show one sign of fear while making that perilous trip. Upon her return to earth, Mr. Ferris was wired the particulars and immediately telegraphed back, 'God bless you, my dear.'"

When the wheel was opened to business, George Ferris publicly attributed the success of the venture to his wife, Margaret, who ceremoniously presented him with a golden whistle, which he blew to start the wheel on its first paid performance. There has been nothing like it since—two hundred and fifty feet in diameter, its thirty-six cars had a capacity of two thousand, one hundred and sixty persons, and a statistician estimated that ninety-two per cent. of the Exposition's visitors rode on it. At the beginning, some still questioned its safety under the sometimes rigorous lake-front weather. Margaret Ferris dispelled all fears by pushing George aboard and riding it like a Valkyrie in the teeth of a howling, one-hundred-and-twenty-mile gale. The whole thing enabled G. W. G. Ferris to deliver a telling blow in the Franco-American tiff with his comparison between the Ferris and the Eiffel, "The one is the perfection of machine-work; the French is the product of a blacksmith's age."

The day the Fair opened, the sun came out strongly, and in the crowds that pressed around the platform holding President Grover Cleveland, Mrs. Potter Palmer, and assorted European royalty, the heat was so intense that some one wrote, "small wonder that ladies fainted by the score." The President touched the ivory button of the golden telegraph key, and "Down fell the veil from the face of the gilded Republic. Up rose the enormous jets of water which make the sea of fountains. Salvos of artillery boomed from the lake side.... A quarter of a million voices rose in a wild chorus of jubilation.... The scene, though without verging on the theatrical, was intensely dramatic. The World's Fair had been fittingly ushered into history."

EVEN GOOSEBERRIES

It was a Fair of elegance and vulgarity, exoticism and familiarity. People came to see the bright new miracles of incandescent light, farm machinery, and Krupp munitions; the prize gooseberries; the telephone and phonograph; and to kiss a piece of the Blarney stone in the Irish Village. They came to see the latest gowns of Worth and Felix in the French Pavilion, where a section of the floor in the fur exhibit was carpeted with one hundred and thirty-five river-otter skins; to see the pottery and porcelain in England's Victoria House; to ride in sedan-chairs and gondolas; and to be served by pretty English barmaids in the White Horse Inn.

In the Palace of Fine Arts were the works of Delacroix, Corot, and Rosa Bonheur; Raphael, Monet, Millet, and Alma Tadema. Mr. John Pierpont Morgan judged that the French contributions had been selected by a committee of chamber- (Continued on page 114)

Advice to a lady who wants a new wristwatch—

YOU'LL be wise to see that your new wristwatch is two things beyond all argument or doubt. It will be *curved*. And it will be a Gruen.

Curved, because the curved wristwatch is *the* contemporary wristwatch style . . . and because *comfort* counts even in so decorative an accessory as this. A *Gruen* . . . because Gruen not only started this whole curved wristwatch thing, but because Gruen still does something no one else *can* do in the curved watch. Under the Curvex patents, Gruen alone puts a *curved movement* in a curved case . . . a movement made with full-size parts, and not a cut-down movement filling only part of the case. And, as anybody knows, the *bigger* the movement, the *better* its chances for ruggedness and accuracy! Gruen watches range from \$24.75 to \$250; with precious stones, up to \$2500. Write for folder. The Gruen Watch Co., Time Hill, Cincinnati, O., U. S. A. & Toronto, Canada.

Why a Curved Watch Should Have a Curved Movement



THE CURVEX WAY
Patented, full-size movement curves with the case, making possible pocket-watch accuracy, ruggedness and long life.



THE OLD WAY
An ordinary flat movement reduced in size and ruggedness to fit inside a curved case.

*Reg. U. S. Pat. Office. Patented U. S. Patent Nos. 1855952. Re. 20480. Canadian Patent No. 370997. Copyright 1936 by The Gruen Watch Co.

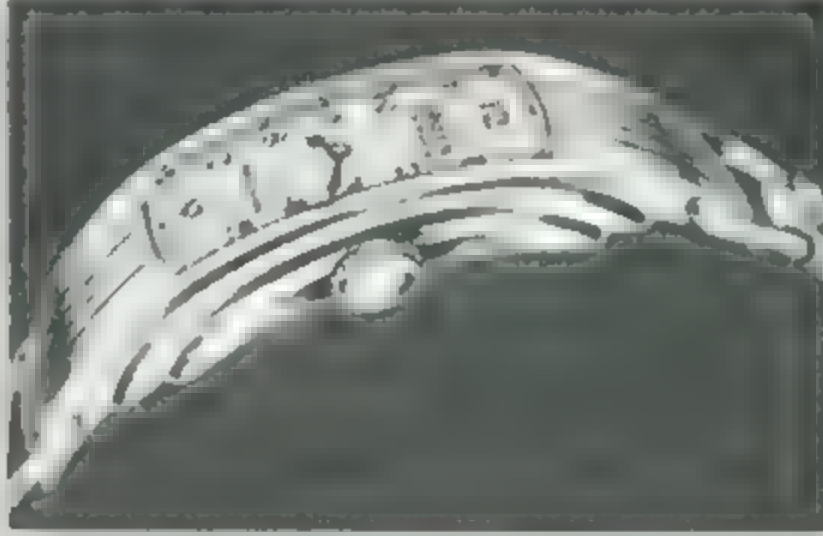
Only GRUEN makes the CURVEX*
Only GRUEN jewelers can sell the CURVEX



CURVEX COUNTESS, 17-jewel Precision movement, 14 kt. yellow or white gold-filled case \$42.50



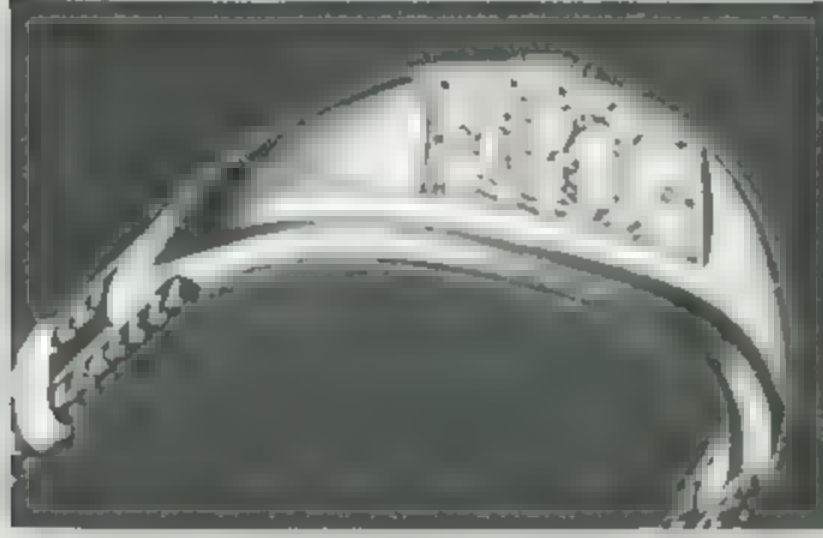
CURVEX REGINA, 17-jewel Precision movement, 14 kt. yellow gold-filled streamlined case \$42.50



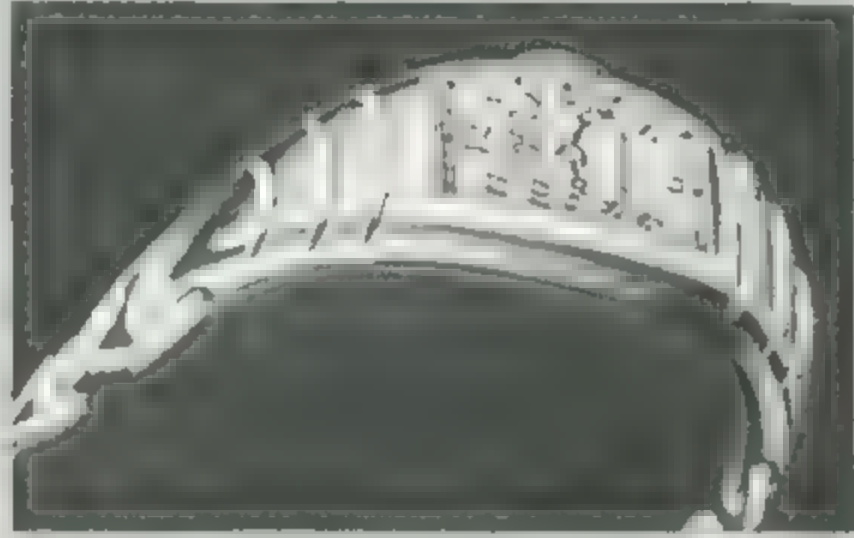
CURVEX DUCHESS, 17-jewel Precision movement, yellow or white gold-filled case with matching flex band . . \$49.75



CURVEX CONSORT, 17-jewel Precision, 14 kt. yellow gold-filled case, set with 4 fine diamonds \$67.50



***CURVEX PETITE**, 17-jewel Precision, 14 kt. yellow gold-filled case . \$42.50
With 14 kt. yellow gold case . \$67.50



***LADY CURVEX**, 17-jewel Precision movement, yellow gold-filled case with matching bracelet \$49.75

*Models indicated are curved to be worn at the side of the wrist. Diamond models illustrated at the left are moderately priced.

*Be sure it's Curvex
made only by GRUEN*

GIFTS FROM YOUR JEWELER ARE GIFTS AT THEIR BEST

COPYRIGHT 1939, THE GRUEN WATCH CO.

Schiaparelli's

4 POINTS OF FIGURE GLAMOUR



Schiaparelli's new models show the fitted "midriff" which Formfit achieves for you. In this cocktail costume, blue woolen skirt and blue foulard blouse, note the importance of the foundation in holding the drape where it should be. Be fitted to a Formfit and wear your spring clothes as they are worn in Paris.

- 1 Bust carried proudly high, deftly separated.
- 2 Waist shaped inward to intriguing slenderness.
- 3 Body smoothly curved but free in its feminine grace.
- 4 Carriage confident, radiating the kind of poise that only relaxation can yield.

and Schiaparelli has collaborated with Formfit making it possible for you to achieve them with

PANEL-ART GIRDLEIERE

That "Schiaparelli Look," exciting, to say the least, is assured by the simple, easy wearing of a Formfit foundation. Schiaparelli's basic ideas of fashion-rightness . . . her clever little touches . . . all are woven into Formfit foundations so that YOUR figure, like the glamour of Schiaparelli's artistry, will be utterly charming! Sketched above is Panel-Art, combining Lastex comfort with material control. Panel-Art definitely persuades your figure in accord with Schiaparelli's 4 points of figure glamour . . . and with such complete comfort!

GIRDLEIERES \$7.50 TO \$18.50. GIRDLES \$5.00 TO \$12.50

Formfit creations inspired by Schiaparelli

MADE BY THE FORMFIT COMPANY • CHICAGO • NEW YORK

WORLD'S FAIR IN THE 'NINETIES

(Continued from page 112) maids, but the culture-starved feasted their eyes.

In Cairo Street, if he were not one of those who called the Midway Plaisance "the Sideway Unpleasant," a photographer might snap candid shots of the *danse du ventre* of Little Egypt and her many competitors.

"Oh, they wear no clothes," they sang for years afterward, "in those old Egyptian shows," but, in truth, they wore a good many. They sang, too, the "World's Fair Novelty and Historical Song Sensation, 'Christofo Columbo,' written up to suit the times," with its durable, though mutable, refrain:

*"He knew the world was round, ho!
That land it could be found, ho!
This geographic, hard and hoary,
Navigator gyratory,
Christofo Columbo."*

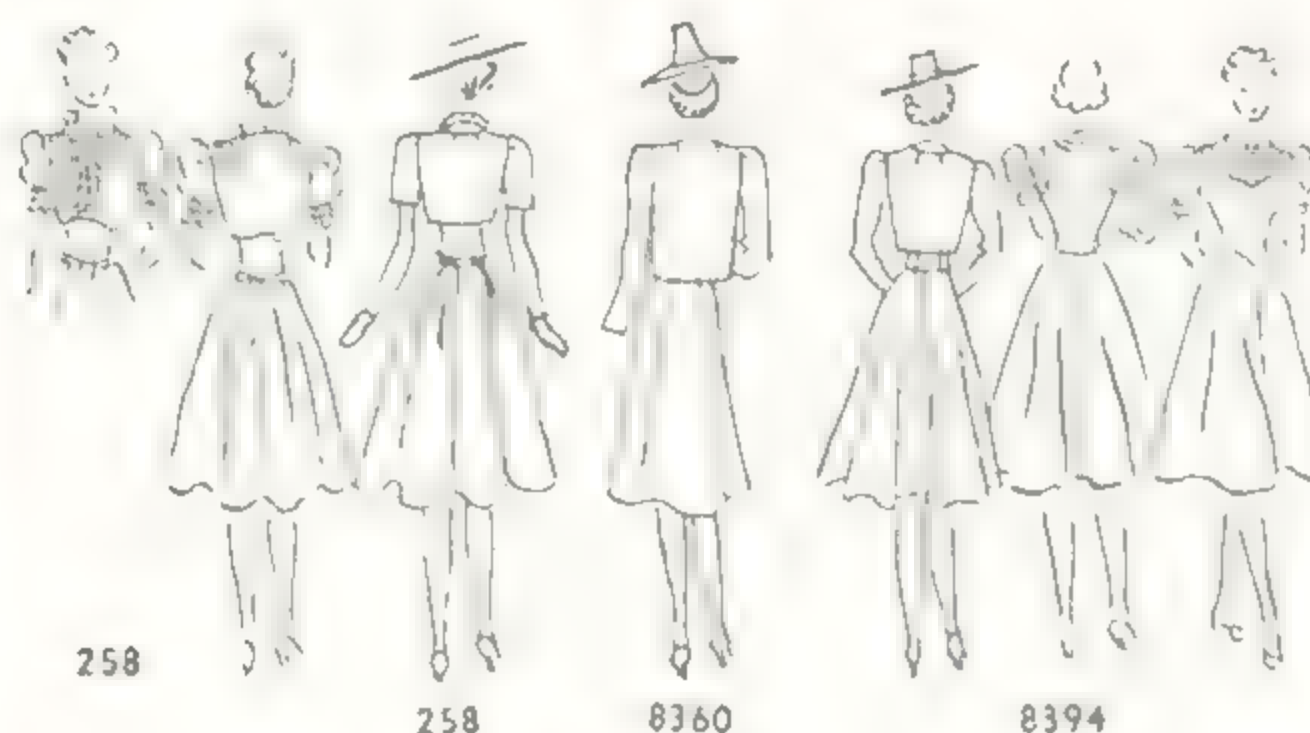
It was a Spanish year. The Infanta Eulalia came with Prince Antonio and suite further to cement Spanish-American friendship. At the Libby Class Works on the Midway Plaisance,

Princess Eulalia was enchanted by the spinning and weaving of glass into dress fabrics, and commissioned Mr. Libby to make her a beautiful gown of the substance, for which she paid two thousand, five hundred dollars. In the handsome New York State Building, receptions, banquets, and balls were held almost daily, with a festive climax just before the close of the Exposition.

And then, in October, it was all over, and the country mourned its passing. The most fitting farewell of all was tendered by the Chicago Graphic's Richard Brathwaite, in the ethereal words:

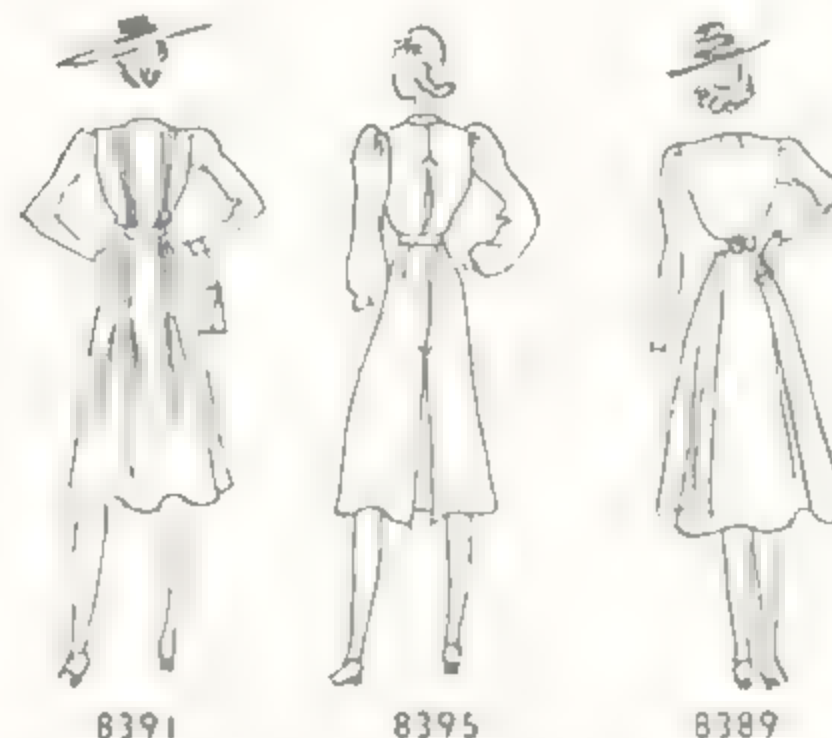
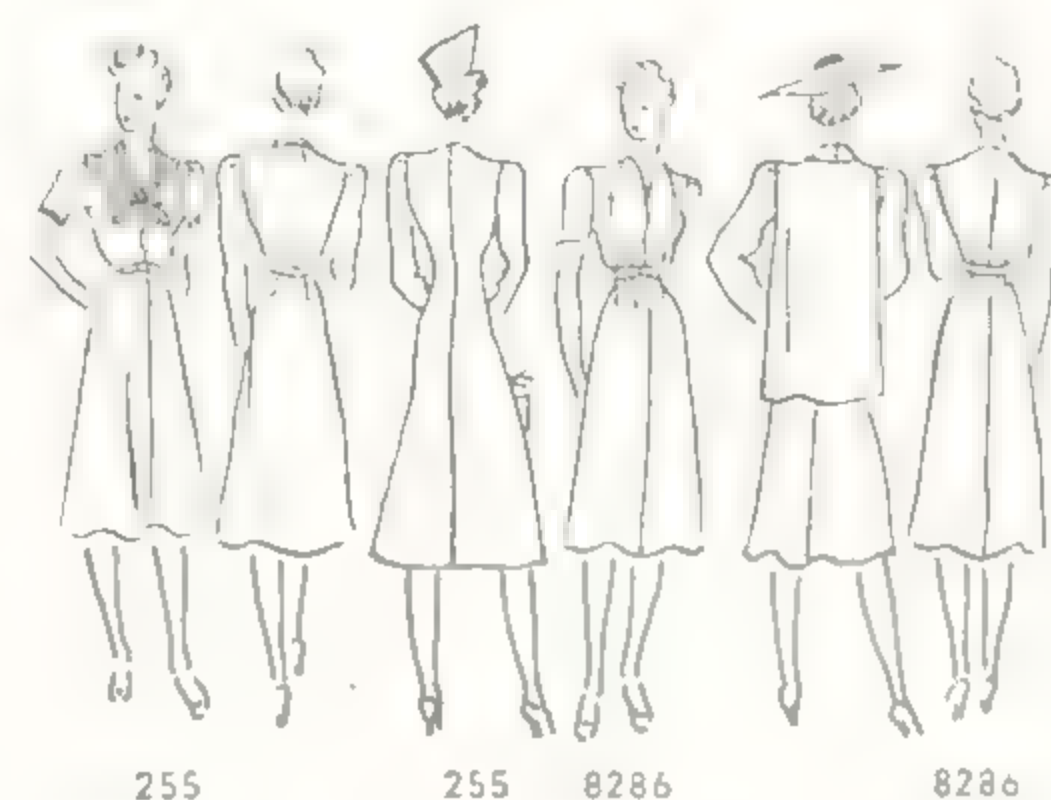
"Chicago, with the White City's glories already dimmed almost to the vanishing-point, feels much as the boy Plato must have felt two thousand, five hundred years ago, when he dreamed one night he saw a beautiful young swan fly toward him, nestle in his breast, and then spread its wings and soar upward, singing with indescribable sweetness."

DESIGNS FOR DRESSMAKING



The little dressmaker suit you'll want two of this spring. (See pages 102, 103.) Designed for sizes: 258, in 12 to 18, 30 to 36; 8360, in 12 to 20, 30 to 40; 8394, in sizes 12 to 18, 30 to 36

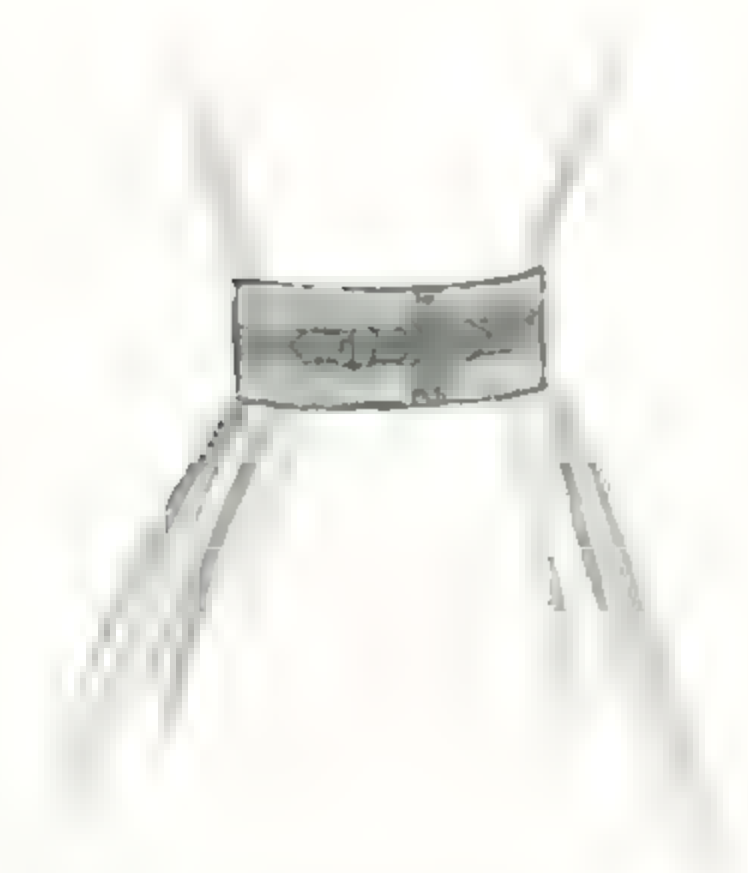
With these two Vogue Dressmaking Designs, you get both a dress and a coat. (Other views on pages 102, 103.) Designed for sizes: 255, in 12 to 20, 30 to 38; 8286, in 16 to 20, 34 to 42



These new afternoon and evening dresses are designed for sizes: 8398, in 14 to 20, 32 to 44; 8371, 8389, in 12 to 20, 30 to 38; S-4091, in 11 to 17, 12 to 20; 8323, in 12 to 20, 30 to 40; 8395, in 14 to 20, 32 to 44; 8391, in 16 to 20, 34 to 46

PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 139.

THE SHOP-HOUND OF TO-MORROW

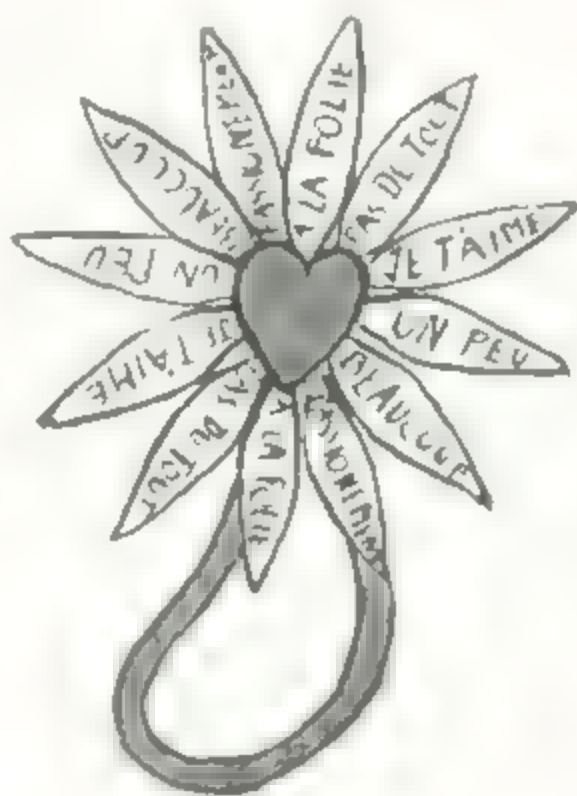


(Continued from page 104) At the left you see one of our favourite mid-ways—a wide denim-blue canvas strip with a turkey-red canvas band in the centre of it, and a red leather buckle to match. Wear it with a white dress if you're feeling patriotic and wise. Or you'll find it a great "find" to wear

with blue jeans or one of those beloved blue denim suits. This Novostyle belt is yours for the asking and the payment of just about \$4 at Bonwit Teller.

After all the stream-lining and new-ideas talk of the New York World's Fair, we bring you news of one of the most unchanging and placid places in town—Babers, Ltd., at 428 Madison Avenue. Here there is no flirting with innovation at all; just a tender, understanding interest in the Church shoes that they import from England for their loyal clientele. Every once in a while, a new shoe is brought out here, but, as a whole, the collection of classic sports styles stays the same, year on year. One of the things that this shop prides itself on is the beautiful crocodile ghillies and Oxfords made from perfectly matched skins. Each shoe is numbered so that it will never leave its mate and change the pattern of the pair. They cost about \$22.50; other leathers selling for less. (And there are handsome and conservative-looking hand-bags to go with all shoes.) Learn about comfort from Babers.

Whether he loves you or loves you not, it all seems very gay and attractive when you put your affairs up to this daisy pin. The centre of the flower is a gold-metal heart, and its curled-back petals are of white enamel with a thin rim of the gold around them. You can spin the petals around with a finger-flick; where they stop there lies your fate, and it's in French. On each petal is written a phrase, beginning with "Je t'aime," rising to "passionnément," and subsiding to "pas du tout," just to give the whole thing an element of chance. The twisted stem is of heavy gold metal. This wise bloom is at Macy's, via Paris. So go and pay the price (approximately \$6).



P. Basile and Son, about whose skating clothes we raved a while ago, are turning their hands to a special summery wool suit, good for the cooler Fair weather. And, in celebration of their tenth anniversary, are making this at the special price of around \$50, to order. It's a perfectly plain, tailored, two-buttoned number, in one of twelve delicious colours, either dark or pastel. The address, 17 East Fifty-Third Street.

And in the fabric field, the spirit and sometimes the letters of the Fair are pictured in prints. There are a great many in the market, and a host of good ones among them. In fact, many more than we have space to tell you about. Tony Sarg has designed some gay-coloured Pepperel ones that are endearing from the standpoints of pictorialness and wearability. Bloomingdale's will show you this bright collection, printed on Crown Tested Rayon, and sell them to you for a sum neighbouring on sixty cents, which shouldn't break you.

You've probably heard of the *Pageant of the States*, by Ernest Bates and Dr. Herman Schiff—about how handsome it is, with all its maps and illustrations. Now you can buy fabrics printed with the symbols of the States, taken from designs in the book, making most attractive small all-over patterns. William Skinner and Sons are making these in any number of colours, on Crown Tested Rayon. You can buy them at Macy's, where you'll also find the impressive book that fathered them.

THREE SHEERS by Northmont

Dayette

Dressette

Dreamette

...bathed in "Precious" Cosmetic Oils

Higher and higher go hemlines, calling for the extra loveliness of these stockings bathed to clear, flawless beauty in "Precious" Cosmetic Oils* . . . and infused with the merest breath of Tumbleweed by L'Orle.

The three sheers afford a happy choice for every occasion . . . with inspired Northmont colors to make you rejoice that skirts are so obligingly brief . . . and genuine Wraptwist crepe, secret of Northmont's longer wear. Ask your store for Northmont, or write Northmont, Empire State Building, New York City.

\$1
per
pair

DAYETTE

for Sheer Daytime Smartness

DRESSETTE

for Teatime Loveliness

DREAMETTE

for Glamour Set to Music

Northmont

BATHED IN "PRECIOUS" COSMETIC OILS

★ REG. U. S. PAT. OFF.

© 1939, NORTHMONT HOSIERY CORP., READING, PA.

Junior Vogue

EVERY DAY'S A MAY DAY

... and every day's a play day
... in these sun-able, sud-able
JUNIOR VOGUE frocks.
Stripes and plaids that Paris is
so keen about ... two invitations
to gaiety ... with a whirl of fun
written in every smart line.

At the stores listed below,
or write to JUNIOR VOGUE,
1400 Broadway, New York.

LEFT: two piece tuck in.
Charm doll buttons. Natural
blouse. Multi colored skirts
on Purple, Brown, Chartreuse,
Black grounds. RIGHT: plaid
coat dress. Raffia flowers. Brown,
Blue, Green, Rose. Both in
sizes 9-17. Priced about \$7.95.

In MURRAY HILL,
a spun rayon fabric
by ARNOTEX.



LORD & TAYLOR, YOUNG NEW YORKER SHOP, NEW YORK

MARSHALL FIELD & CO., CHICAGO
A. Polsky Co. Akron
B. Siegel Co. Detroit
Byck Bros. Co. Louisville
Field-Schlick, Inc. St. Paul
Gaxton Co. Baltimore
Hahne & Co. Newark
Herpolshelmer Co. Grand Rapids
J. J. Haggerty Los Angeles
Joske Bros. Co. San Antonio
Marston Co. San Diego

JORDAN, MARSH CO., BOSTON
Meier & Frank Co. Portland, Ore.
Miller & Paine, Inc. Lincoln, Nebr.
The Blum Store Philadelphia
The Fashion Houston
The Higbee Co. Cleveland
The Morton Co. Binghamton, N. Y.
The Vogue Chattanooga
Titcher-Goettinger Co. Dallas
Wm. H. Block Co. Indianapolis
Woodward & Lothrop, Inc., Washington, D. C.

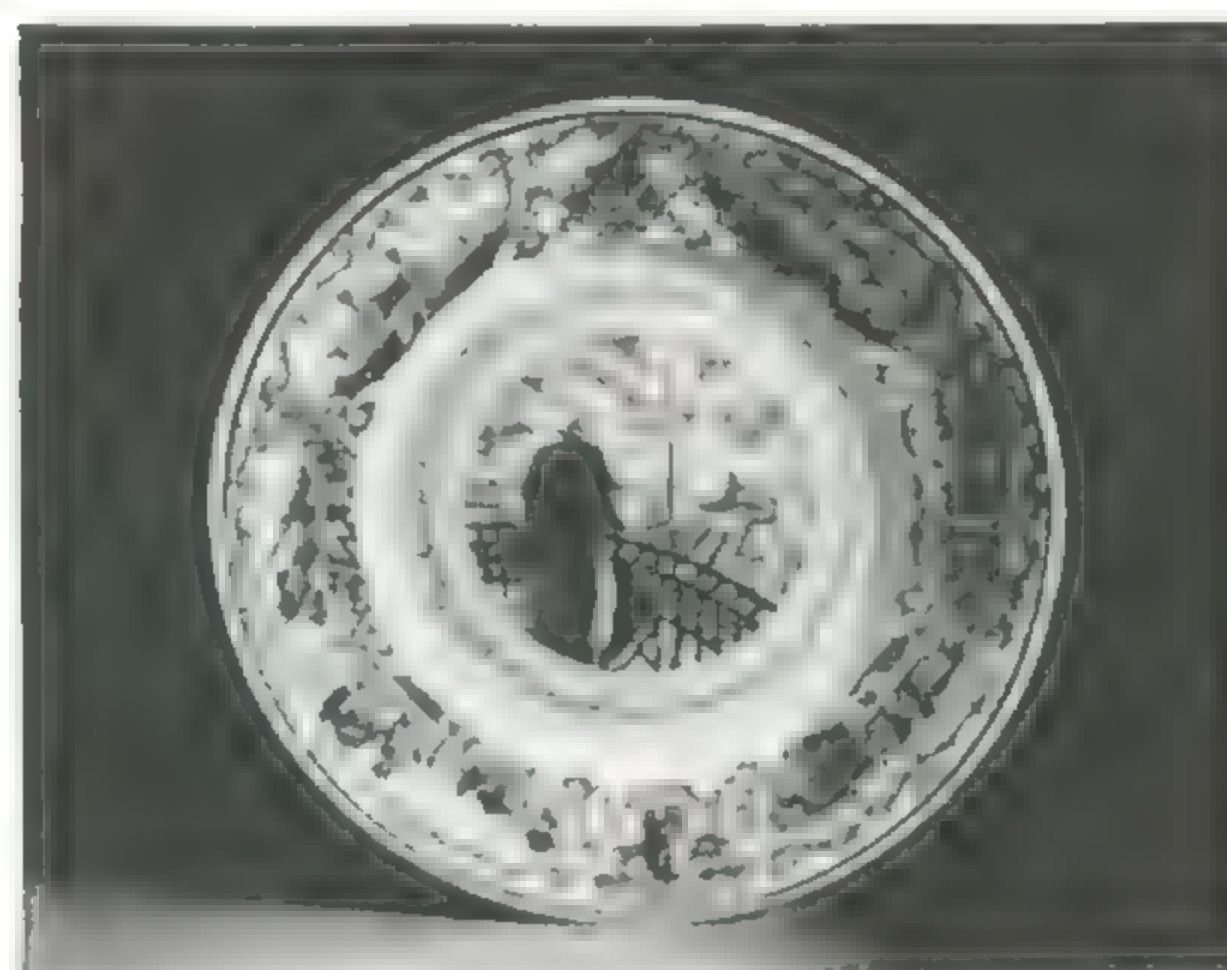
THE SHOP-HOUND OF TO-MORROW



This big Glentex pure-silk square shows George Washington calmly surveying the panorama of the Fair. Mrs. Ripley Hitchcock designed and signed this handsome piece, which you may buy in any number of colour combinations, calm or riotous. You'll find it at Altman, and it's your very own scarf for just about \$2



And here is a charm-bracelet to outshine all others, full of tricks and monkey-shines. There's a movie camera on it, through which you can see real moving-pictures. And an aqualon with fish that swim. These 14-carat gold baubles range in price from about \$7 to \$25; about \$26 for the gold chain. Saks-Fifth Avenue



Ovington's commemorates 1939 on a big blue-and-white dinner-plate of Lamberton china. The father of our country stands in the centre of the plate, surrounded by a wide border with modern World's Fair scenes on it. Washington must know as much about the Fair as Whalen does by now. Each plate costs around \$1.25

HIRSCH



These Swank cuff-links, fashioned in the shape of you-know-what symbols, should make a nice souvenir for your son or husband. You can buy them at Weber and Heilbroner, in either a gold or silver finish, for approximately \$1.50 a pair. The *peri* goes on one side of the cuff, the *try* on the other; both go well with suits

TIPPING IN NEW YORK

TIPPING is always a problem because it varies, not only with each country, but also with almost each town. Strangers, coming to New York for the first time, might well be baffled by the whole question of the extended palm. This list covers most of the people who expect something.

The **PORTERS** who carry the bags from the train to the taxi should be given, roughly, twenty-five cents for each big bag. If there are seven or eight bags that have all been put on a pushcart, a dollar and a half, divided among them all, would be enough. The same rates hold for porters on docks and in hotels.

Tipping **TAXI-DRIVERS** is just as simple. If the meter registers fifty-five cents or less, ten cents' tip is plenty; from sixty cents to a dollar, fifteen cents is about right, and from there on up, fifteen per cent of the registered amount. If you have luggage with you in the taxi (there is no charge for luggage, except trunks) you might give five or ten cents extra. If the driver has carried the bags from the taxi to the door, he should get twenty-five cents more, or fifty cents if there are a great many bags.

In **HOTELS**, if you are staying only a night or two, there is no need to tip the chambermaid. If you have spent a week and have had a double room and bath for two people, she should be given about two dollars, or three if you have also had a sitting-room. The doorman at the hotel expects a tip only if he has done something special for you or if you have your own motor with you. In this case, if you have spent three or four days at the hotel, and the doorman has taken care of the keys of the car, a tip of a dollar would be about right.

The **BELL-BOYS** are tipped every time they bring something to your room—and ten cents is the standard amount for almost everything. For bringing a newspaper they get five cents and for a big package, fifteen.

In **RESTAURANTS**, particularly the more expensive kind, the waiter is usually given a minimum of twenty-five cents for each person at the table. In grill rooms and small restaurants, where the check may be under a dollar per person, fifteen cents is plenty. A good, safe rule, one that does apply almost everywhere, is ten per cent of the check or fifteen per cent, if you want to be generous. If you give a dinner party, and have planned the menu earlier in the day with the headwaiter, he might be given anything from a dollar to five dollars, depending on the number of guests and the number of courses.

At a **NIGHTCLUB**, the hat check girl expects about ten or fifteen cents, or twenty-five cents if she has taken care of an overcoat as well as a hat. The attendant in the ladies' room expects anything from ten cents to twenty-five, depending on what has been asked of her. The waiters and headwaiters are given the same amounts as they are in restaurants.

At the **HAIRDRESSER's**, the girl who washes your hair and the man who sets it should get twenty-five cents each. This is the regular amount for each service and applies to everything except facial treatments or special

scalp treatments that take a long time. For these, give about fifty cents' tip.

In **BARBER SHOPS**, for a haircut the man expects twenty-five cents, for a shave fifteen or twenty, for both shave and haircut thirty or thirty-five. The coat-and-hat boy receives ten or fifteen cents and the manicurist about twenty-five. For a shoe shine, the accepted tip is five cents, as it is all over America.

At the **THEATRE**, the programs are free and the usher does not expect a tip. The doorman who finds you a cab or opens a door after the theatre expects about ten cents.

On the **TRAIN**, for a short trip by day in a Pullman car, the Pullman porter expects about twenty-five cents from each passenger. For an overnight trip, when two people occupy a section or compartment, about one dollar would be enough; a dollar and a half would be usual for the occupants of a drawing-room. A woman, traveling alone, in a section or a single berth, should give the porter fifty or seventy-five cents, depending on the service.

In the **DINING-CAR**, the waiter is given fifteen or twenty-five cents at breakfast, depending on the amount of your check—never less than twenty-five cents at dinner. The head steward in the dining-car is never tipped unless you have asked him to reserve a table for you, in which case you might give him fifty cents or a dollar for a trip of two or three days.

On **AIRPLANES**, the only people who are tipped are the porters who take care of your luggage. The stewardess of the plane is never tipped, even when she brings your meals on the plane, nor is any one else connected with the air line company. The porters expect about the same amount as the porters in railroad stations.

At the **WORLD'S FAIR**, the employees of the Fair administration (you'll recognize them by the official uniform) do not expect tips. Apart from these, all the others are tipped just as they would be anywhere else.

In **PRIVATE HOUSES**, tipping is an intricate and variable system. The amounts vary, depending on how big the staff is, and how many clothes (that will have to be unpacked, pressed and repacked) you have brought with you. Usually, when two people have spent a longish week-end, the butler receives about five dollars, if he has done the valeting; the chambermaid, one or two dollars; and the lady's maid from one to three dollars. If the valeting has been done by a footman or valet, he expects about what the lady's maid does, and the butler receives three dollars instead of five. If the entire staff consists of two maids, those two maids divide between them just about the same amount as all the others together would have received. The chauffeur is not tipped, unless you have brought your own car with you for the week-end, when he should be given about a dollar. If he has washed the car, the tip should be two dollars.

In the end, the same thing can be said of tipping in every country of the world: the accepted amounts vary but for any special service there is always—like cause and effect—a special remuneration.

CHECK THIS LIST OF SLIPPER STYLES

FOR

Spring



ACE \$4.00



BAMBI \$3.50



PICCADILLY \$4.00
In kid \$4.50



TEA-FOR-TWO \$4.00
In kid \$4.50



LATTICE \$4.00



TAB \$5.50

Because of the cost of transportation prices are slightly higher west of the Rocky Mountains.

RIPPLE \$6.00



DANIEL GREEN COMFY Slippers

FOR DAYTIME, EVENING
AND BEDTIME WEAR

HERE are slippers for every kind of wear from dawn to dark and back to dawn again. For bedroom and bath, for 'round the house, for afternoons, and for evening formality—Daniel Green slippers can be counted on to fit the time, the place, and the foot. You can always get your size if it is a Daniel Green slipper. So, look for the name on the sole. DANIEL GREEN COMPANY, Dolgeville, New York.

COOL, LIGHT GESTURES



**you are young and lovely
in this outdoor dress of
washable Everglaze chintz**

High style for your play hours, a gay floral print that makes you look and feel definitely younger. Made of the crisp, new "Everglaze" chintz that's fast color, it goes into the tub time after time without losing any of its fresh crispness or permanent lustre. The flattering full skirt is in line with the season's best silhouette. Sizes 10 to 18. \$12.95.

If your local store is not listed below, write to

ARROWHEAD PLAYCLOTHES CORP., 550-7th Ave., N. Y. C.

Lord & Taylor, New York City . . . Marshall Field & Co., Chicago, Illinois . . . The Blum Store, Philadelphia, Pa. . . Wm. Filene's Sons Co., Boston, Mass. . . Flint & Kent, Buffalo, N. Y. . . The Addis Co., Syracuse, N. Y. . . H. & S. Pogue Co., Cincinnati, O. . . Rich's, Inc., Atlanta, Ga. . . Milgrim, Detroit, Mich. . . Steinberg's, St. Louis, Mo. . . Telford's, Kansas City, Mo. . . Smartwear-Emma Lange, Inc., Milwaukee, Wisc. . . The Dayton Co., Minneapolis, Minn. . . H. Liebes & Co., San Francisco, Cal. . . Best's Apparel, Seattle, Wash. . . Fisher's, Wilmington, Del. . . Sosnik's, Winston-Salem, N. C. . . Woodward & Lothrop, Washington, D. C.



A pale blue fabric slip-on would be fun with dark red, brown, or pink clothes. Four-button length, by Van Raalte. At Altman



A long, gallant, hand-stitched glove of cream-coloured fabric, covered with very tiny perforations. At Saks-Fifth Avenue



An Aris glove of beige sueded fabric; much hand-stitching, for that bulky look you prize with tailored suits. Lord and Taylor



A dapper little fabric glove the colour of chamois, for a short-sleeved sweater or a summer suit. Saks-Fifth Avenue



With dark clothes at the Fair, you'll need plenty of frosty white fabric pull-ons, with hand-sewn backs. From Altman

FOR SUMMER HANDS



A half-and-half glove, new for country hands: white string back, white fabric palm. Short and hand-sewn. Lord and Taylor



This navy-blue fabric glove by Hansen flashes white cape-skin fourchettes when your fingers open. Franklin Simon



Very innocent with summer dresses, very competent for golf, this natural-coloured string mitt. Saks-Fifth Avenue



Rust-coloured string gloves by Louis Meyers—air-conditioned way to splash colour into a sports costume. McCutcheon's



When you wear a white snood: feminine white mesh gloves, showing your enamelled nails. Fownes glove; Blackton Shops

HIRSCH

SHUR-TITE

Favorite of the month

DESIGN PATENTED

Copyright N. Y. W. F.

As inspired as the Tylon and Perisphere...a design that combines the modern sophistication of the World's Fair with the "innocent air" of your new silhouettes. Calf in white and midsummer colors. At your favorite store . . . **\$5**

Goldsmith BROTHERS

NEW YORK

CHICAGO • LOS ANGELES • PARIS • LONDON

Toni Lyons

DESIGNS
CASUALS

This Casual is a trim two-piecer in washable Calapaca, a luxurious new spun rayon by Cohn-Hall-Marx. In cool combinations of White with Rose, Blue, Lime, Maize . . . Sizes 10 to 20 . . . Less than \$7.00 at the stores listed below.

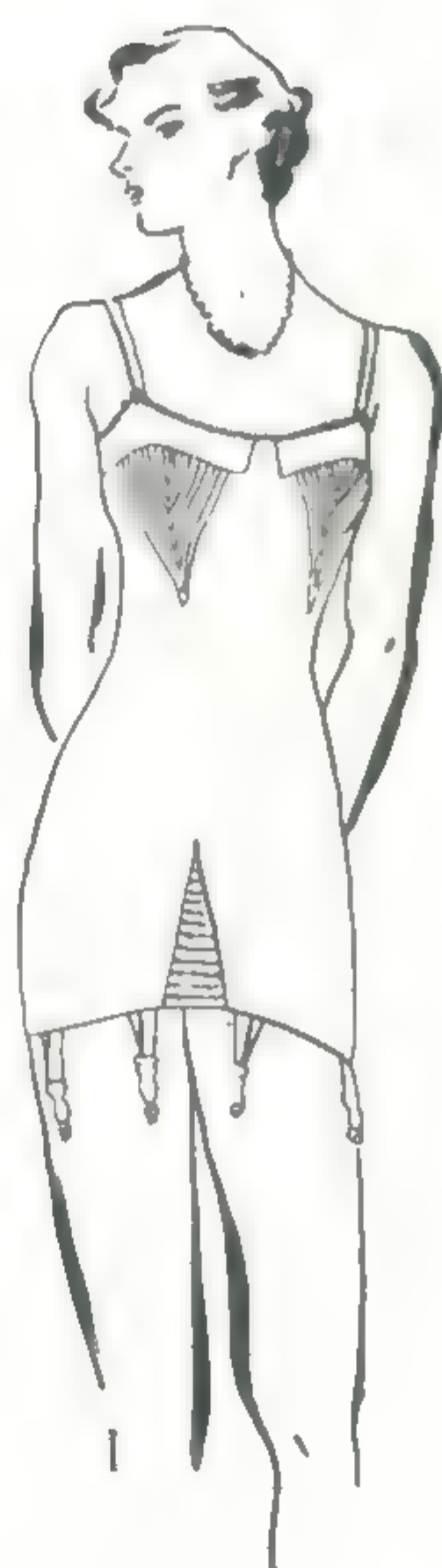


OPPENHEIM COLLINS CO., New York City, Brooklyn, Garden City, Buffalo, Philadelphia
Akron, M. O'Neill Co. • Baltimore, Schleisner Co. • Boston, Chandler's • Chattanooga, The Vogue • Charleston, W. Va., Coyle-Richardson • Charlotte, J. B. Ivey Co. • Chicago, Mandel Bros. • Cincinnati, H. & S. Pogue Co. • Cleveland, Higbee Co. • Columbus, The Fashion Co. • Dayton, Elder Johnston Co. • Denver, Gano-Downs • Des Moines, Wolf's Inc. • Detroit, B. Siegel Co. • Evanston, Milburn's • Grand Rapids, Paul Steketee Sons Co. • Hartford, Worth • Houston, Ben Wolfman—The Fashion • Indianapolis, L. Strauss Co. • Kalamazoo, Gilmore Bros. • Kansas City, Rothschild's • Lincoln, Hovland Swanson Co. • Los Angeles, J. J. Haggarty Co. • Louisville, Byck Bros. • Nashville, Rich, Schwartz & Joseph • New Haven, Gamble Desmond Co. • Oak Park, Gregory's • Oklahoma City, Rothschild's B. & M. Omaha, The Aquila • Pittsburgh, Kaufmann's • Portland, Me., Owen, Moore Co. • Portland, Ore., Chas. F. Berg Co. • Providence, Cherry & Webb Co. • Richmond, Meyer Greentree • Rochester, Sibley, Lindsay & Curr Co. • Sacramento, Bon Marche • San Francisco, Joseph Magnin Co. • San Jose, Appleton & Co. • Schenectady, Wallace Co. • Scranton, Heinz Store • Seattle, Rhodes Department Store • Shreveport, The Fashion • South Bend, Worth's Inc. • Springfield, Mass., Forbes & Wallace Co. • St. Louis, Kline's Inc. • Syracuse, Flah & Co. • Toledo, Lamson Bros. • Tulsa, Seidenbach's • Washington, Woodward & Lothrop • Winston-Salem, Sosnik & Sosnik • Worcester, Marcus Co.

F. & M. SKIRT CO. • 1410 Broadway • New York

SOFT CURVES AHEAD

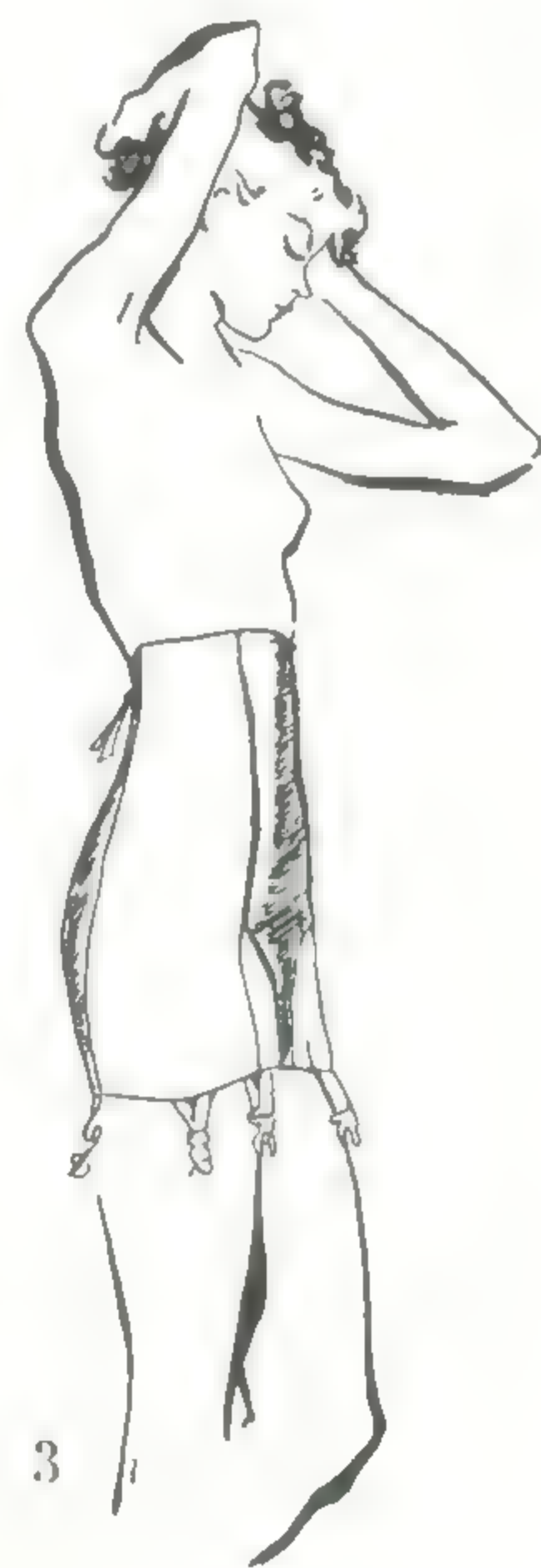
AT the Fair, and all summer long, you want a good figure, but you want to achieve it with a minimum of discomfort, a maximum of coolness. We've picked ten corsets, each with some special comfortable feature, like an adjustable waist, or the new fabric boning. They're light as the proverbial feather, and wash and dry in a twinkling—hot-weather virtues. But they're all sticklers for good form; and one (No. 4) has the new lacing to give you a small Edwardian waist and curving hip.



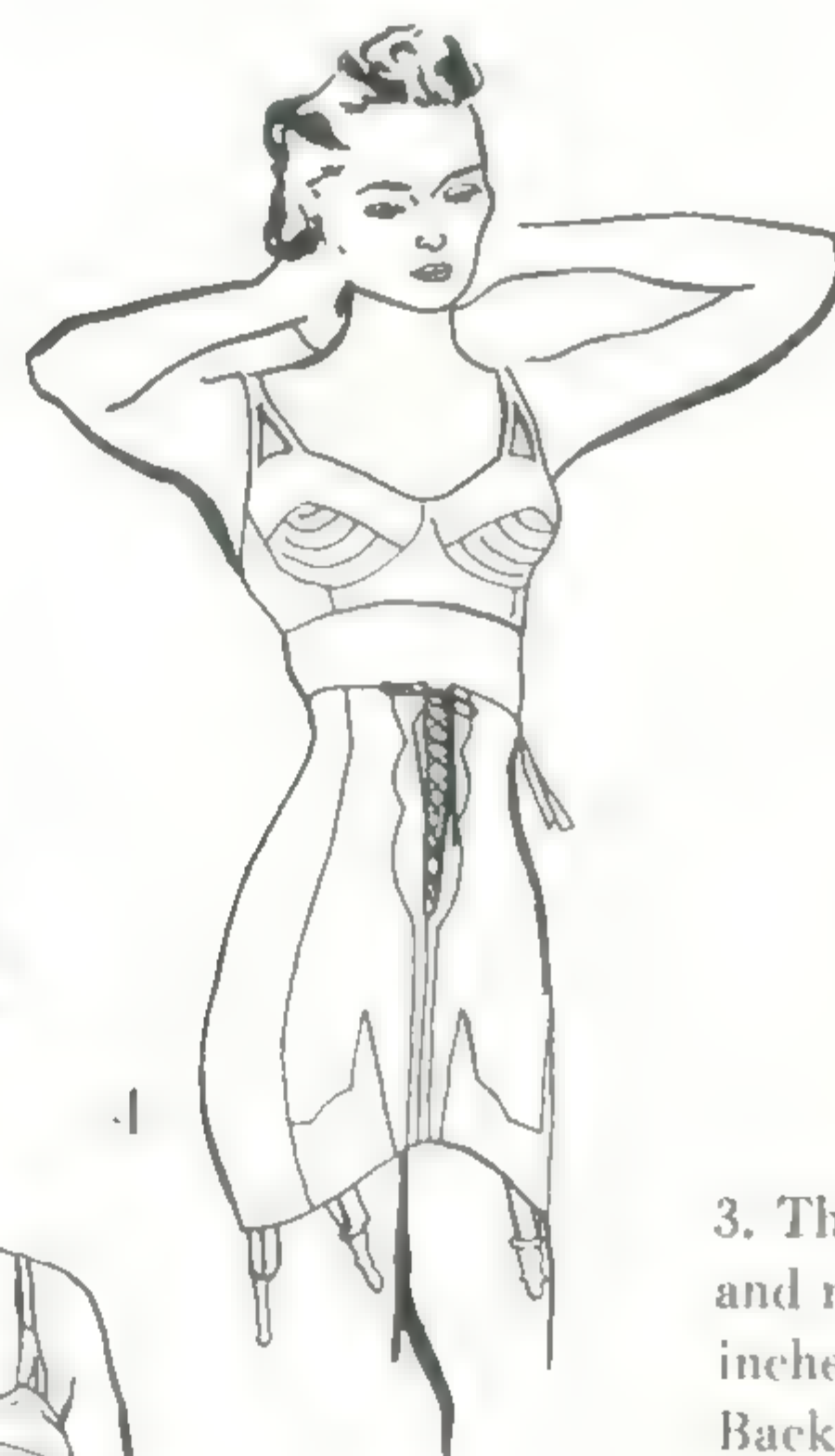
1. The brassière-top of Gosard's all-in-one buttons in back with triple elastic bands, so you can't bulge. McCreery



2. A new form of boning: special strips of fabric, to straighten you out in back. Woven with "Darleen." La Resista: Altman



3. This Flexees girdle of satin and net "Lastique" is worn two inches above the normal waist. Back Talon. Arnold Constable



4. Mesh girdle, by Formfit, with an adjustable waist-line, an elastic gusset under the front lacing. Arnold Constable



5. An all-in-one that cuts a fine figure, yet is cool for summer. Of lined crêpe de Chine; net brassière. Franco; Best



6. You don't need to wear any other underwear, for Yolande's chemise doubles as a "bra" and panties. Saks-Fifth Avenue



7. Comfortably two-piece, with a changeable brassiere-top this Artist Model corset is as firm as an all-in-one. Bloomingdale



8. Light, but firm four-ply net foundation by Lily of France. Sides of batiste woven with "Darleen." Saks-Fifth Avenue

9. If you require back support, Camp's girdle has adjustable laces at the back. Batiste, with Talon fastener. Bloomingdale's

10. For little girls with lots of tummy—light-weight Silk Skin girdle of soft Tricotnet, with "Darleen." Saks-Fifth Avenue



10

SHOES DESIGNED

FOR THE CLOTHES

you live in

Fitted to your informal, carefree life

—the lettuce-crisp clothes and trim

little suits you'll live in at the Fair-s.

Heels are sanely low and Nettleton's

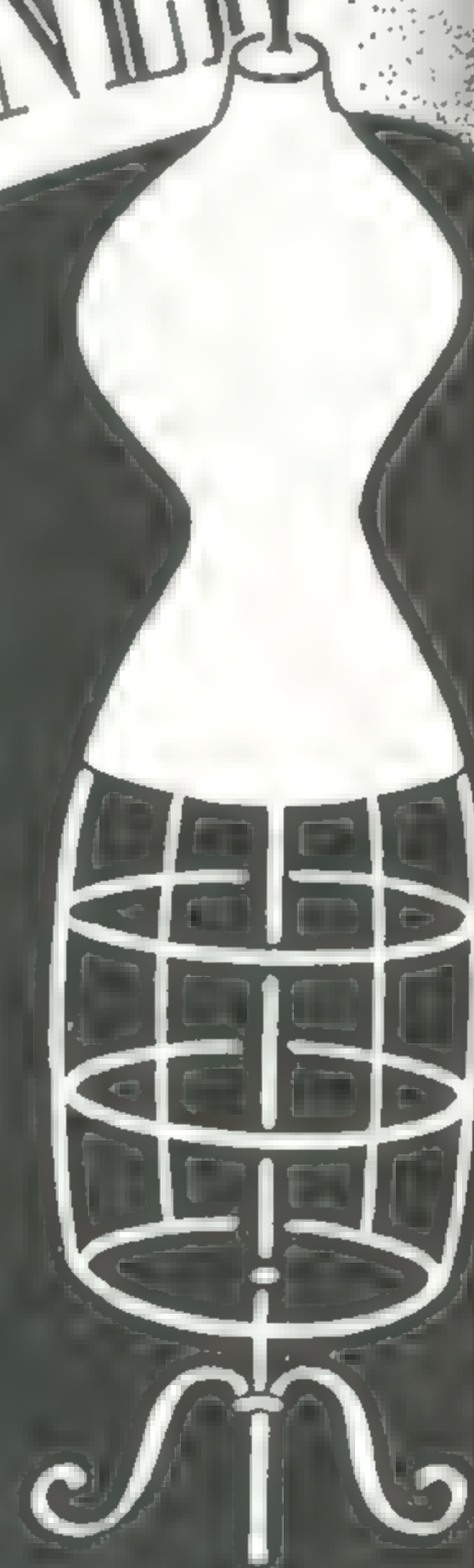
own hand-sewn Algonquin seam

makes forepart flexible as a feather.

Don't be too patient—if your local

store hasn't Loafers yet, order through

A. E. Nettleton Co., Syracuse, N. Y.



\$8.75



All White—L-10
Brown and White—L-11
Blue and White—L-12

Nettleton

LOAFERS and ALGONQUINS

Reg. U.S. Pat. Off.—Pat. No. 1,871,211—Des. Pat. No. 107,676

AT THESE STORES—AND OTHERS

SAKS—FIFTH AVENUE: New York—Chicago—Beverly Hills—Palm Beach

Akron, Polsky's
Allentown, Wetherhold
& Merzger

Austin, The Bootery
Baltimore, Hess
Beaumont, White House
Birmingham, Bloch's
Chicago, Mandel's
Clarksburg, Pettrey's
Cleveland, Higbee's
Corpus Christi, Perkins Bros.
Dallas, Titcher
Denver, The May Co.
Des Moines, Younkers
Detroit, Fyfe's

Flint, LaRosa
Fresno, Neil-White
Grand Rapids, Herpolsheimers
Houston, Battelsteins
Kansas City, Rothschild's
Lexington, Byck's
Lincoln, B. Simon's
Louisville, Byck's
Memphis, Goldsmith's
Milwaukee, Chapman's
Minneapolis, Dayton Co.
Nashville, Cain-Sloan
Okla. City, Rothschild's
Omaha, Brandeis
Pueblo, White & Davis

Rochester, Forman's
St. Paul, Hubert White
San Antonio, Guarantee
San Diego, Lion
San Francisco, Roos Bros.
Shreveport, Selber's
South Bend, Kuehn's
Springfield, Mass., Stieger's
St. Louis, Stix, Baer and Fuller
Lockhart's
Syracuse, Addis
Topeka, Royal Shop
Trenton, Fischer's
Washington, Rich's



"YOUTH MOVEMENT" in

DOBBS

Dobbs famous panama classics... with the new "young" brims. Also in Leghorn or fine fur felt in a complete range of new colors at seven fifty. Dobbs accurate headsizes.

Summer
Panama, Felt or Leghorn \$7.50



Dobbs

New York's Leading Hatters
380 PARK AVENUE AT 53rd STREET

YOUNG IDEAS AT THE FAIR



1

WE thought there could be no better way of suggesting the World of Tomorrow than by presenting the activities of the youth of the World of To-day. So we looked into the question of what the young people have done for the World's Fair, and are pleased to report that youth plays no small part in this great project. We have chosen a few examples, all under thirty.

1. Camerawoman PEGGY LANE is the youngest of the group, just turned twenty. The daughter of Arthur Bliss Lane, Minister to Yugo-Slavia, she is responsible for the photo-murals in the Yugo-Slavian Building. She enlarged fifty photographs of scenes that she took in the mid-European country. Interested in photography since she was six, when she played around with a Brownie, she has taken pictures all over the world in the wake of the wandering diplomat. Her formal camera-education she received at the Publiphoto School in Paris. And it is she, by the way, who snapped her fellow artists on these two pages for us.



2

2. It is small wonder that STUYVESANT VAN VEEN, above, is grinning so broadly! He is photographed here with a sketch of his mural in the Pharmacy Building. It depicts the history of pharmacy, contrasting primitive superstition—represented by a mediæval alchemist in the background—with modern scientific research, represented by two huge hands in the foreground, pouring a chemical solution into an array of flasks.



3

Only twenty-eight, his works are scattered over the United States in hotels, bars, libraries, and post-offices. He has six awards to his credit, he has exhibited in practically every museum east of the Mississippi, and he has had one-man shows in most of the large cultural centres. His other work, he tells us, includes teaching, cartooning, textile designing, medical illustration, and research for the Columbia Anthropology Department!

3. VERA BRODSKY, twenty-nine, is one of the artists scheduled to play compositions by Ferde Grofé on a Hammond Novachord. The concerts will take place daily on the stage in the garden court of the Ford Building. A pianist of note, Miss Brodsky has achieved the rare distinction of playing with the New York Philharmonic. But she is equally proud of the fact that she has also appeared with Fred Waring and Paul Whiteman.

4. CIFFORD PROCTOR, twenty-seven, is the prolific sculptor of the two thirteen-foot eagles in the Federal Building, and all twenty-five plaster heads of important people throughout the history of New York State in the Hall of Fame. He is especially proud of his eagles, and feels that they are "a deuce of a lot more important than my face." A graduate of Yale, he was a winner of the Prix de Rome.



4



5. To pretty MARY HORTON go the next youngest honours. She is all of twenty-three. The mural in sepia, in the National Dairy Building, of the parade of children is a product of her handiwork. Mary has been in the commercial world for three years, doing magazine illustration, after studying at Pratt Institute.

6. The young man on the ladder is KIP SOLDWEDEL, and he is being ably assisted by BETTE BEGGS. Between them, they have turned out the murals depicting the historical significance of Time in the Elgin Building, at the suggestion of the brilliant young architect, Mr. William Pereira. Mr. Soldwedel's career began eighteen years ago, at the age of seven, when he scribbled on the wall of his home, for which he was spanked by his mother, while his father framed the piece of plaster. At school, he failed every subject except art, in which he got phenomenal marks. A tour of Europe and study under John Frazier in Provincetown prepared him for the Yale School of Fine Arts. The resulting mixture of classicism and impressionism formed his present style. In 1936, he received Honourable Mention in the Prix de Rome, and some medals from the Beaux Arts Institute. In 1937, he went over to the American Academy in Rome.



6

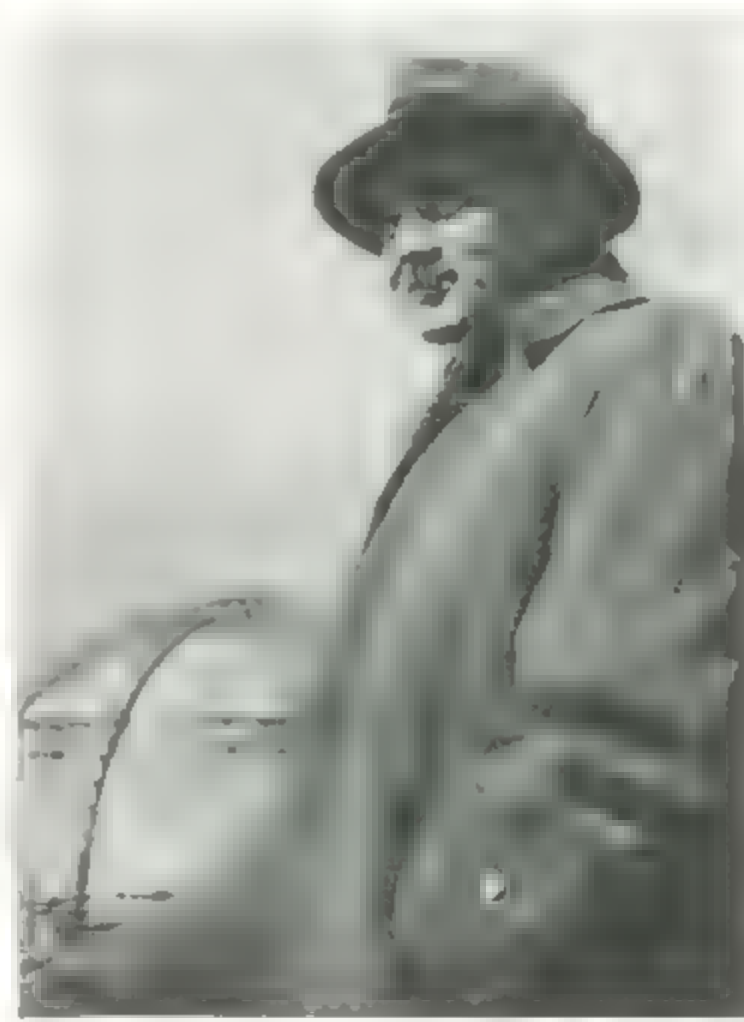
Back in this country, he has devoted himself to portraits. Mr. Soldwedel confided to us that Miss Beggs (twenty-four) is responsible for the more violent parts of the murals, particularly the saber-tooth tiger. She is another member of the group of young artists who are graduates of the Yale School of Fine Arts, and she also has a degree from Fontainebleau.



7. MAX OTTO URBahn is the young man with the blueprints; his fertile brain helped to design the unique Transportation Building. Its exterior symbolizes the new streamlining of transportation facilities. A graduate of the University of Illinois, with a Bachelor of Fine Arts degree and an M. A. from Yale, Mr. Urbahn, who, by the way, is but twenty-eight, is now associated with Eggers and Higgins, where he is architectural designer extraordinary.

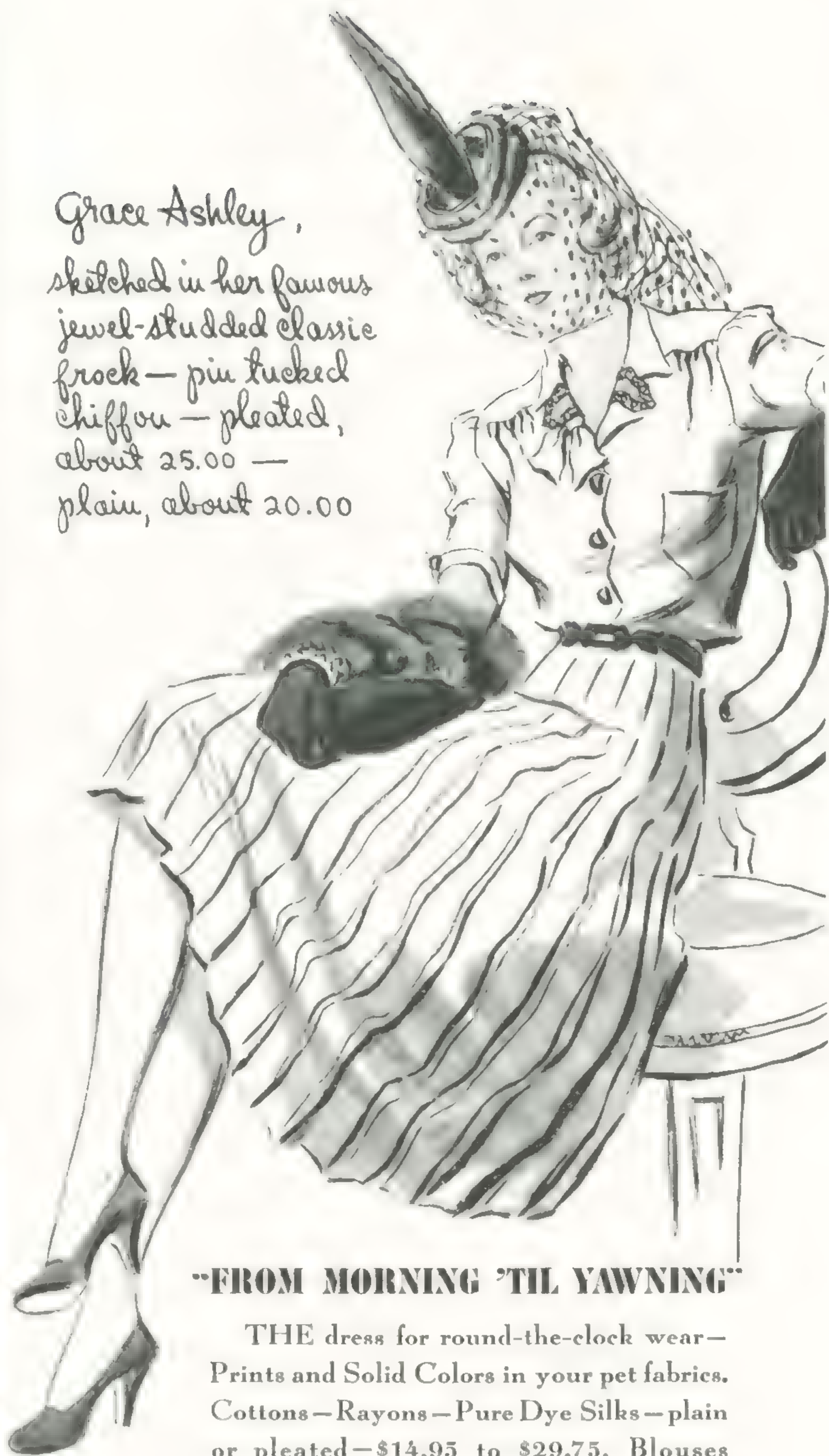
7

8. EMRICH NICHOLSON's contributions to the Fair will certainly be most widely known. Born twenty-five years ago in Shelburn, Indiana, he is the creator of the sixty flag patterns that denote the various sections of the Fair grounds. He is also the designer of the official tickets and souvenir books. Educated at the Chouinard School of Art in Los Angeles, and Yale, he became head designer for Otto Kuhler, the industrial engineer and creator of stream-lined railroad equipment. He left to go on his own; designed for Pacific Mills; did a mural for the Treasury Department, which he won through a competition; and is now a member of the staff of Walter Dorwin Teague. In association with Mr. Teague, he has also designed for the Fair a medley of objects, including a grand piano, a sculptured rug, and glass doors. It is his ambition to achieve one day "a greater American architecture through the collaboration of painting, sculpture, and architecture."



8

Grace Ashley,
sketched in her famous
jewel-studded classic
frock—pin tucked
chiffon—pleated,
about 25.00 —
plain, about 20.00



"FROM MORNING 'TIL YAWNING"

THE dress for round-the-clock wear—
Prints and Solid Colors in your pet fabrics.
Cottons—Rayons—Pure Dye Silks—plain
or pleated—\$14.95 to \$29.75. Blouses
\$8.95. Extra studs and clips from \$2.00.

Marshall Field	Chicago	I. Magnin	California
Kaufmann's	Pittsburgh	Neiman-Marcus	Dallas
Mabley & Carew	Cincinnati	L. S. Ayres	Indianapolis
Halle Bros.	Erie	Dayton Company	Minneapolis
Gilmore Brothers	Kalamazoo	Gus Mayer Co.	New Orleans
Strauss Hirshberg	Youngstown	Yunker Bros.	Des Moines
M. O'Neil Co.	Akron	Rothschild's, Oklahoma City, Kansas City	
John Gerber Co.	Memphis	Seidenbach's	Tulsa
Ben Wolfman	Houston	Pfeifer Brothers	Little Rock
J. H. Golden Co.	Green Bay	The Fashion	Shreveport
Frost Bros.	San Antonio	The Boston Store	Milwaukee
Polan's	Charleston	Rike Kumler	Dayton
Goldwater Merc. Co.	Phoenix	Brown's	Huntington
Paul Steketee	Grand Rapids	F. & R. Lazarus	Columbus
Rich's	Atlanta	O'Malley's	Syracuse
J. L. Hudson Co.	Detroit	Julius Garfinckel	Washington
		Halle Brothers Co.	Cleveland

BEST AND COMPANY

At these and other leading stores throughout the country

grace ashley

743 FIFTH AVENUE
NEW YORK CITY4904 McPHERSON AVENUE
ST. LOUIS, MO.

*Reg. U S Pat. Off.

ALL ORIGINALS BEAR GRACE ASHLEY* LABELS

DRESS SENSE OF A QUEEN

(Continued from page 67) particularly the well-known hyacinth-blue, which matches her clear blue eyes. They give, too, an importance that black can never give: make the Queen, as she should be, the "leading lady" of the piece.

Her favourite fabrics are rich, but dull-surfaced. Velvet wins first place for day in winter, very fine woollens and heavy dull crêpes in spring and summer. Her reception dresses are almost invariably of lace, occasionally of organdie. By night, she wears sumptuous lamés and embroidered satins, or sometimes lace. All these fabrics are more often than not embroidered: eyeleted organdie for Ascot, finely and beautifully beaded satin for gala nights. The whole outfit—dress and jacket or dress and coat—is always of the same fabric; contrasts would be unwise with her small height. Prints she rarely wears; they are too informal to find an important place in the royal wardrobe, though she likes to wear small prints during her quiet family week-ends at Windsor.

GRAND TRADITION

The lines she wears vary remarkably little with each season. She feels that it is a Queen's place to follow, not fashion, but the grand tradition of royal dressing. The English people regard the Throne as something enduring and constant in their lives. They do not want to see a different Queen each season—now Renaissance, now Directoire, now Victorian. They love the Queen they know—and they want her to stay that way. Queen Mary's clothes ten or fifteen years ago were almost identical with her clothes to-day. Queen Elizabeth is wise to follow her example, and choose lines which change little from season to season.

By day, she always wears a straight, loose coat, either short, hip-length, or finger-tip length, over a very simple dress to match. The dress length is much longer than average—about four inches above the ankle. The coat is usually trimmed lavishly with fox; rarely round the neck, more often now round the hem-line, or on the sleeves. She has a great fondness for very pale natural blue fox, and has just ordered two coats trimmed with the new platinum-coloured fox. The coat sleeves are always straight and loose, but vary in length, being worn with long gloves when they are short.

This same type of coat forms part of all of the Queen's afternoon ensembles. She has many long, full, lace garden-party dresses with loose jackets to match, which she usually wears with picture hats. Of this type of outfit, she has more than almost any other woman in England. On the Royal Visit to Canada and the United States, however, she will take less of them than she took to Paris last summer, because she has much travelling to do, and it is impossible, even for a Queen, to look impressive stepping in a trailing skirt from a train!

But it is by night that queenliness comes into its own. By night, the jewelled, décolleté magnificence of royal dress sets a standard no ordinarily chic woman can hope to equal. Last summer, the splendour of Queen Elizabeth's gala dresses made them suddenly not only royal news, but front-page

fashion news—when, following in the footsteps of the illustrious Empress Eugénie, she launched the second crinoline fashion in all its billowing glory.

Nearly all the Queen's evening gowns now are of this regal type—full-skirted and décolleté in the Victorian, off-the-shoulder manner. At the Gala Performance in London in March, in honour of President and Madame Lebrun, she wore a crinoline *par excellence*: of white sequinned tulle, the skirt in three spreading tiers. Another night, she wore a white satin crinoline with clusters of scarlet geraniums on the skirt, to match the red ribbon of the Legion d'Honneur which she wore in honour of the occasion. You see both of them sketched on page 67. With these dresses, she wears her magnificent jewellery—sometimes five ropes of pearls, sometimes tiara and necklace of fabulous diamonds, and, on State occasions, the spectacular Ribbon of the Order of the Garter. Over them, for travelling in the car, she wears a white fox cape or a white ermine cape with a fox collar—also shown on page 67.

The Queen's taste in accessories and jewellery seems to change very little, but her hats vary widely. Her plain Court shoes (very high-heeled) and simple bag, her double string of pearls with day outfits, her diamond lapel clips and fresh flower boutonnieres are now so well-known as to be almost her hallmark. But her hat wardrobe is vast and versatile. For receptions, she has many wide-brimmed picture hats—and these suit her best. She has, too, many smaller-brimmed hats trimmed with ostrich feathers, birds, or flowers. Her least successful hat ventures are her off-the-face halo hats, but she has worn noticeably less of these lately; all her hats are far more becoming than they used to be. Once, she would always tuck her knot of hair inside her hat. Now her hats dip becomingly over her forehead, leaving the knot and back hair bare.

Indeed, though Queen Elizabeth follows her own taste and royal tradition rather than fashion, she has of late adapted a number of new trends to her personal style. Her new hats are chic as well as pretty. She has lately worn one exceedingly smart dress with a knife-pleated, instead of her usual straight or gored, skirt. She wore clover-pink, a new colour for her, this March, at the time of the French President's English visit.

Besides the two main tenets that influence the Queen's fashions—her personal taste and the royal tradition—there are certain technical points which must control her choice.

ROYAL REQUISITES

In the first place, she is photographed almost daily; her dresses must be *photogénique*, and they must not date too soon. Again, the bodices of her evening dresses must be firmly architected—for the weight of the orders she wears would weigh a flimsy bodice down. Then, her grand dresses must be planned for wearing with the Garter Ribbon. This crosses over the right shoulder and under the left arm, to tie at the left side. The dress must be designed to take this asymmetrical line: often, embroidery on the skirt is placed high on the (Continued on page 125)



IT'S FUN to get after wrinkles and excess pounds with the Gilbert Vitalator. This smart little electric vibrator snugles right on the back of your hand. Just a snap of the switch and your own finger-tips are gifted with the technique of effective massage.

Use Vitalator as an aid to beauty! For smoothing in skin creams. For face and neck massage. For helping to disperse excess fat. Use it as an aid to health! For limbering up tired and aching muscles. For stimulating the circulation in every part of the body.

You'll be thrilled with this effortless way to home massage . . . the delicious, tingling sensation of a Vitalator rub-down. Ask for Vitalator by name. There's only one—made by The A. C. Gilbert Company, New Haven, Conn.

\$8.95 in chrome finish

\$9.95 in light-weight maroon plastic finish

GILBERT Vitalator

now featured in the cosmetic departments of these stores:

New York City—Abercrombie & Fitch, B. Altman & Co., Bloomingdale's, Lewis & Conger; Brooklyn—Abraham and Straus; Newark—Bamberger; Boston—Wm. Filene's Sons Co.; Philadelphia—Strawbridge & Clothier; Pittsburgh—Joseph Horne Co.; Buffalo and Niagara Falls—J. N. Adam & Co.; Akron—M. O'Neil; Dayton—The Elder & Johnston Co.; Cleveland—May Co., William Taylor & Son; Indianapolis—L. S. Ayres & Co.; Detroit—The J. L. Hudson Co.; Chicago—The Fair; St. Louis—Famous-Barr Co., Stix Baer Fuller; Denver—Daniels Fisher Co., The May Co.; Portland, Ore.—Meier Franc, Inc.; Spokane—"The Crescent"; Oakland, Calif.—Kahn's Dept. Store, H. C. Capwell Co.—or write direct to The A. C. Gilbert Co., New Haven, Conn.



Face and neck



Muscles, nerves



Skin and scalp



Body massage



Head and chest

MRS. ASTOR

(Continued from page 75) But it was neither gardens nor music, her main interest, that started Mrs. Astor off on this life of work and committees. Before the War, it seemed as though her life were going to be rather like that of Mrs. William Astor, her husband's grandmother. The older Mrs. Astor was the arbiter—the tyrant, almost—of a rigid and formal society. When America entered the War, Mrs. Vincent Astor was asked to start a canteen in France. The needs of the sailors were described to her, and, fired with enthusiasm, with only a vague idea of the method of running a canteen, Mrs. Astor went to France and opened a canteen in Brest. It was a good canteen, and so was the later one at Bordeaux. Mrs. Astor was made supervisor of all the canteens in the district of the Gironde. She really worked—handing out cigarettes, frying eggs, making coffee. When the sailors asked to have Mrs. Astor pointed out to them, they could not believe that the pretty blond young woman, who was always behind the counter, was really she.

Mrs. Astor is too intelligent to overlook the fact that her name and prestige carry great weight. For a chairman, it is a great advantage to have a name that is known all over the country. But, besides the fact that she works and works ably, it is a complete lack of pettiness and self-glorification that makes her an ideal chairman.

DRESS SENSE

(Continued from page 124) left hip and dips low on the right side of the skirt, to balance the cross-over of the Ribbon. Again, when she is driving in a State carriage, she knows that every member of the crowd that has come to cheer her hopes to see her face. She is careful to choose a small, revealing hat. Great disappointment was once caused at one of the earliest public appearances of the Duchess of Kent, because she wore so large and shady a hat that the people could barely see her face beneath the brim.

THE QUEEN IS, AFTER ALL, A WOMAN

Is the Queen interested in her clothes? Intensely so. She studies many fabrics before selecting, and, incidentally, always asks which are British. She is wonderfully patient at her sittings, and never complains of fatigue, though a fitting of four or five dresses may take two hours. She is meticulous as to details—would never allow a sleeve to be a quarter of an inch too short or a shoulder seam a fraction too high. And when her clothes are much admired and praised, as they have been genuinely and without flattery, of late, particularly in the case of her beautiful evening crinolines, she is frankly delighted—and, characteristically, never fails to tell her dressmaker that she is pleased.

There is no doubt about it, Queen Elizabeth dresses well. She has more sense of prettiness than of chic—but that is essentially right for her type. And she has a supreme sense of what is fit for her position and chooses clothes eloquent of her royal life.

"Fair
play"



And turnabout in Jane Engel's matching coat-and-dress. Of "Rillion", a new crepe woven with NORTH AMERICAN rayon.

29.95

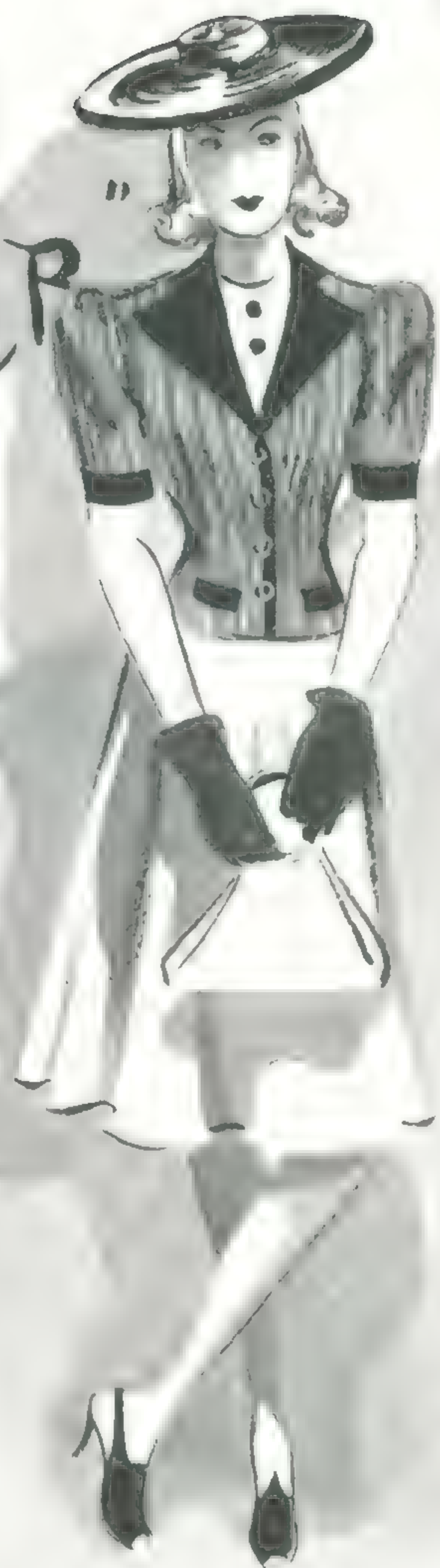


JANE
ENGEL

MADISON AT 79TH
NEW YORK CITY

DENVER DRY GOODS CO., Denver, Colo.; HESS BROS., Allentown, Pa.; McCURDY'S, Rochester, N. Y.; JOSEPHINE SCULLIN, 387 N. Euclid, St. Louis, Mo.; DOROTHY WOODWARD, 2460 Fairmount Blvd., Cleveland Heights, Ohio. And in all other Jane Engel shops.

"Fair
and
cooler"



And trim as the trylon in Jane Engel's dress with graceful gored skirt and fitted, white-striped navy cardigan. Of "Rillion," a new crepe woven with NORTH AMERICAN rayon.

29.95



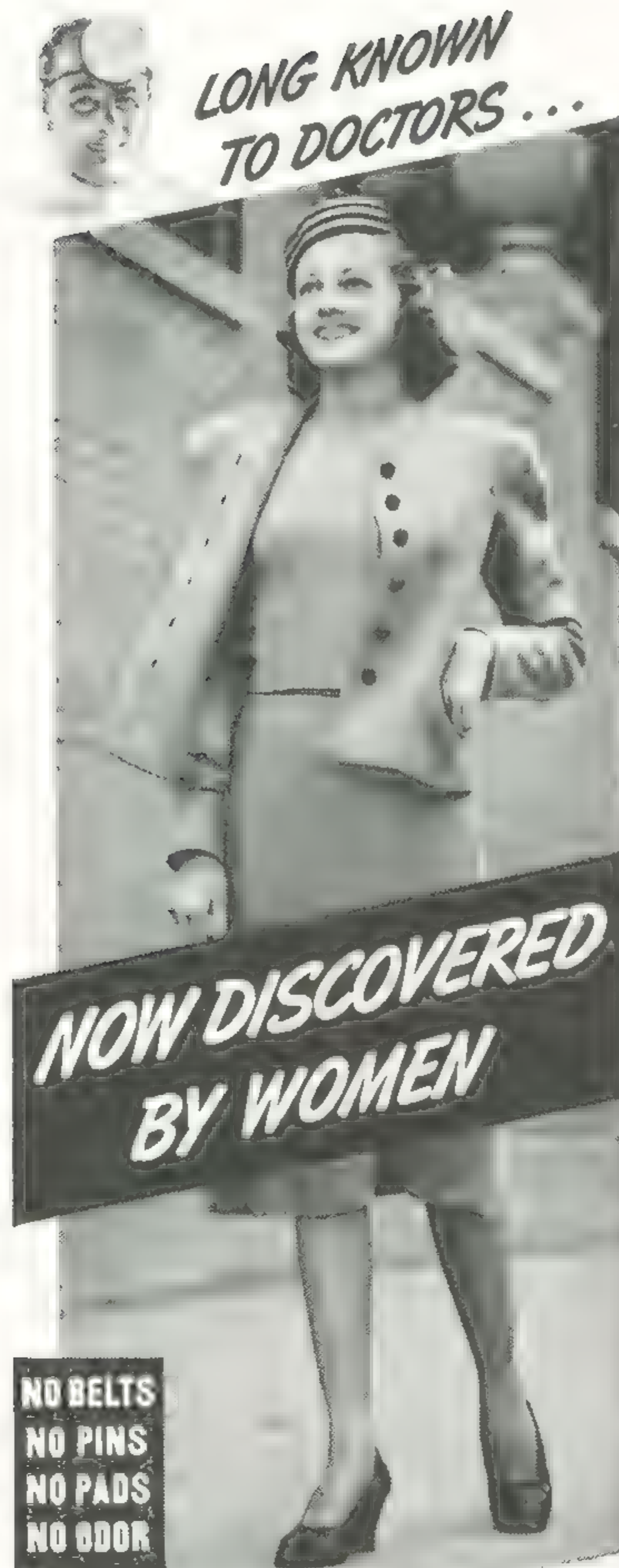
JANE ENGEL

MADISON AVENUE AT 79TH, NEW YORK CITY

ADEM, INC., 111 Newbury St., Boston, Mass.; CHEZ NOUS, INC., 122 East Delaware Place, Chicago, Ill.; CITY OF PARIS, San Francisco, Cal.; FORBES & WALLACE, Springfield, Mass.; GIMBELS, Philadelphia, Pa.; ROSE GRASTENFIELD, 231 Oliver Ave., Pittsburgh, Pa.; LAMSON'S, Toledo, Ohio; CHARLOTTE PARKER, 1709 H St., N.W., Washington, D.C.; TOWN & COUNTRY, 13 South Angell St., Providence, R.I.

And in all other Jane Engel shops.

**LONG KNOWN
TO DOCTORS...**



**NOW DISCOVERED
BY WOMEN**

**NO BELTS
NO PINS
NO PADS
NO ODOR**

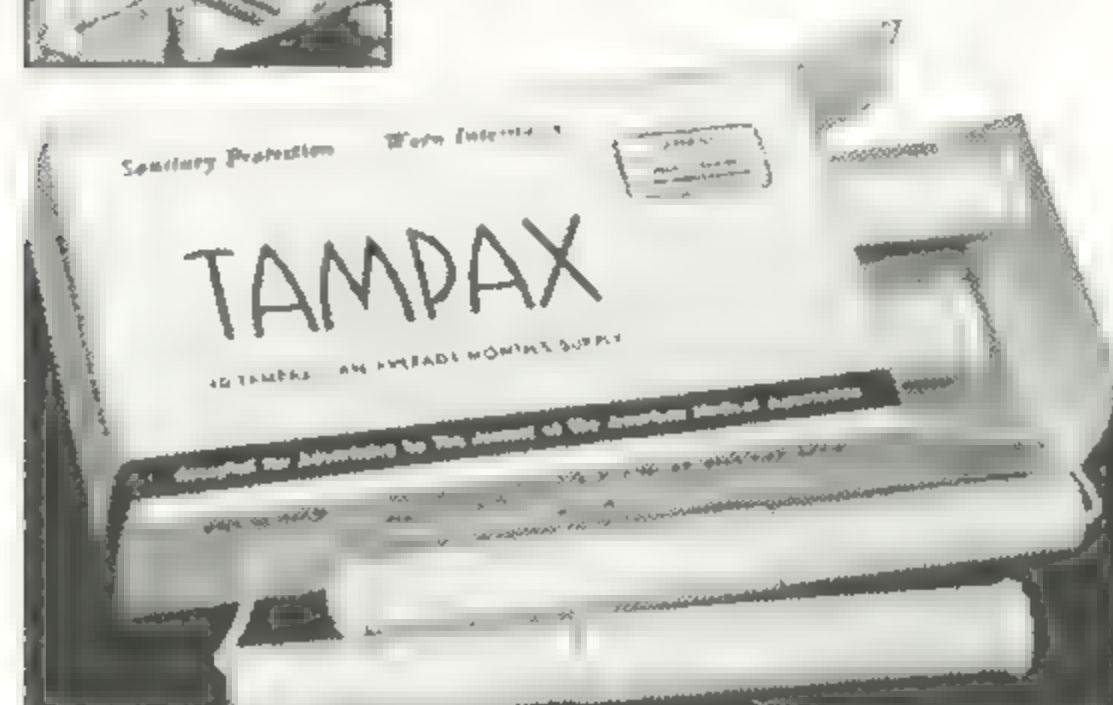
A new outlook on the whole hygienic problem of women is provided by the invention of Tampax, the patented *internal absorbent*. This principle has long been used by doctors, but the physician who perfected Tampax has ingeniously made it available for all classes of women.

Tampax is so comfortable you forget you are wearing it. As it involves no belts, pins or pads, there is of course no bulk to show, even with sheer formal evening gown or modern swim suit. Tampax is made of pure, genuine surgical cotton; contains *no paper*. Tampax is extremely efficient in its protection; it allows no odor to form. Each individual Tampax is hygienically sealed in patented applicator—quite unlike any other product. No disposal problems.

Buy Tampax at drug stores and notion counters. Two sizes: Tampax and Junior Tampax. Month's supply, 35¢. Introductory package, 20¢. As much as 25% saved by buying large economy box of 40.



"A month's supply will go into an ordinary purse"
Accepted for advertising by the Journal of the American Medical Association



TAMPAX INCORPORATED V-1-59
New Brunswick, N. J.

- ☐ Send Tampax booklet with diagrams—FREE
☐ Send introductory box; 20¢ enclosed (stamps; coins)

Size checked here ☐ Tampax ☐ Junior Tampax

Name _____

Address _____

City _____ State _____

WELCOME TO NEW YORK

(Continued from page 50) **FOR SWING ADDICTS:** Since Repeal, Fifty-Second Street between Fifth and Sixth Avenues has become a literal swing alley. With the exception of Twenty-One, the other hot spots are popular mostly with people elegantly known as jitterbugs. The following are within a few yards of each other on Fifty-Second Street. Guaranteed loud.

The Onyx Club, Famous Door, Club Eighteen, Yacht Club, and Hickory House. Famous swing bands like Al Goodman's, Artie Shaw's and Sammy Kaye's migrate from place to place. The papers will tell you where they're lifting the roof.

HARLEM: *Savoy* (Lenox Ave. & 140th St.). Huge dance floor where Negro swing addicts perform miracles of rhythm and contortion. You look on from a box. Hilarious.

Small's Paradise (2294½ 7th Ave.). Dancing and floor show. Patronized by white and coloured people.

The Plantation (644 Lenox Ave.). One of Harlem's best night-clubs, with floor show.

Last Stands

New York is one of the most night-minded cities in the world. Trolleys, buses, and subways run all night. Taxis flock around the night-spots—and there are any number of places for breakfast before turning in. Among them:

Reuben's. On Fifty-Eighth Street, between Fifth and Madison Avenues. This restaurant specializes in elaborate and unusual sandwiches, frequently named for famous people.

Longchamps. On Madison near Fifty-Ninth Street. Chicken Chow Mein popular for late suppers. In warm weather, the glass front lifts up.

Child's. A chain of popular-priced restaurants where night-owls go for scrambled eggs and bacon.

About Bars



The cocktail hour—quite flexible—is a New York institution. Beside the bars in the large hotels—already mentioned—here are some others:

Monkey Bar at the Hotel Elysée (60 E. 54th St.). Casual entertainment at cocktail time and throughout the evening.

Hunt Bar at Hotel Lombardy (111 E. 56th St.). Friendly; informal.

Astor Bar (Broadway & 44th St.). There's a long, long bar a-winding, and this is it. In the theatrical district, good for a quick one.

Circus Bar (227 W. 45th St.). In the Hotel Piccadilly, this is a welcome spot for a between-the-acts nip.

Jack Dempsey's. One on Broadway near Fiftieth Street; one in the restaurant opposite Madison Square Garden.

The Tavern. Theatrical people and sportsmen inhabit this—Forty-Eighth Street, just east of Broadway.

Rockefeller Center Plaza. The Prometheus fountain always makes this seem cool. Splashing water and soft music and a view of sky-scrapers.

For Men Only. The following hotels have stag bars: Waldorf-Astoria, Biltmore, Ritz-Carlton, Plaza (women admitted after 3 P.M.), St. Regis King Cole Bar (women let in after the lunch hour).

Sports



Swimming. The most convenient, and by far the best of the large beaches is Jones Beach, a fabulous state-owned park. Efficient new parkways lead easily to it—a mere twenty-five miles from the World's Fair. Jones Beach is divided into different-priced sections, and equipped with places to eat, drink, dance. Crowded on week-ends.

Pools. If you want a dip right in town, these hotels have pools: The Shelton, the Park Central, the Barbizon, and the American Woman's Club. In Brooklyn—easily reached via the Brooklyn Bridge or by subway—there's the St. George Hotel pool.

Golf. There are a great many public links, and good ones, around New York City. You can even play near the World's Fair Grounds. However, to play on the best private links you must have a guest-card.

Tennis. New York is quite well supplied with tennis-courts, where you may play for a fee. Convenient courts are located on Park Avenue and Sixty-First Street; Fifty-Eighth Street and Sutton Place (by the East River); and at Tudor City (Forty-First Street and the East River). The famous Forest Hills tennis-courts aren't far from the Fair Grounds, but you need a card from a member to play there.

Polo. Starting about May first, polo is played at Meadow Brook Club, Westbury, Long Island, on Tuesdays, Thursdays, Saturdays, and Sundays.

Miscellaneous

Coney Island. Go in the spirit of fun—and preferably after dark, when Coney looks more glamorous. Feltman's on the Boardwalk serves very good seafood, or you can let yourself go on traditional Coney fare, hot dogs and pop-corn. Coney can be reached by subway, bus, taxi, or the boats from the Battery.

Boat Trips. Even on the hottest days, there's a breeze over the water. Boats go to Sandy Hook, up the Hudson to Poughkeepsie and Vassar College; to West Point, or all the way to Albany, which is a day's trip. A sight-seeing boat circles Manhattan, and there's always the Staten Island Ferry.

Open Air Music. At the *Lewisohn Stadium*, the New York Philharmonic gives concerts with the world's great musicians as guest artists. These concerts begin on June 14. For the opening, Walter Damrosch will conduct, with Albert Spalding as soloist. Later, there'll be operas and ballet, as well as symphony concerts.

Operettas and concerts given at frequent intervals at *Randall's Island*—in the East River by the Triboro Bridge.

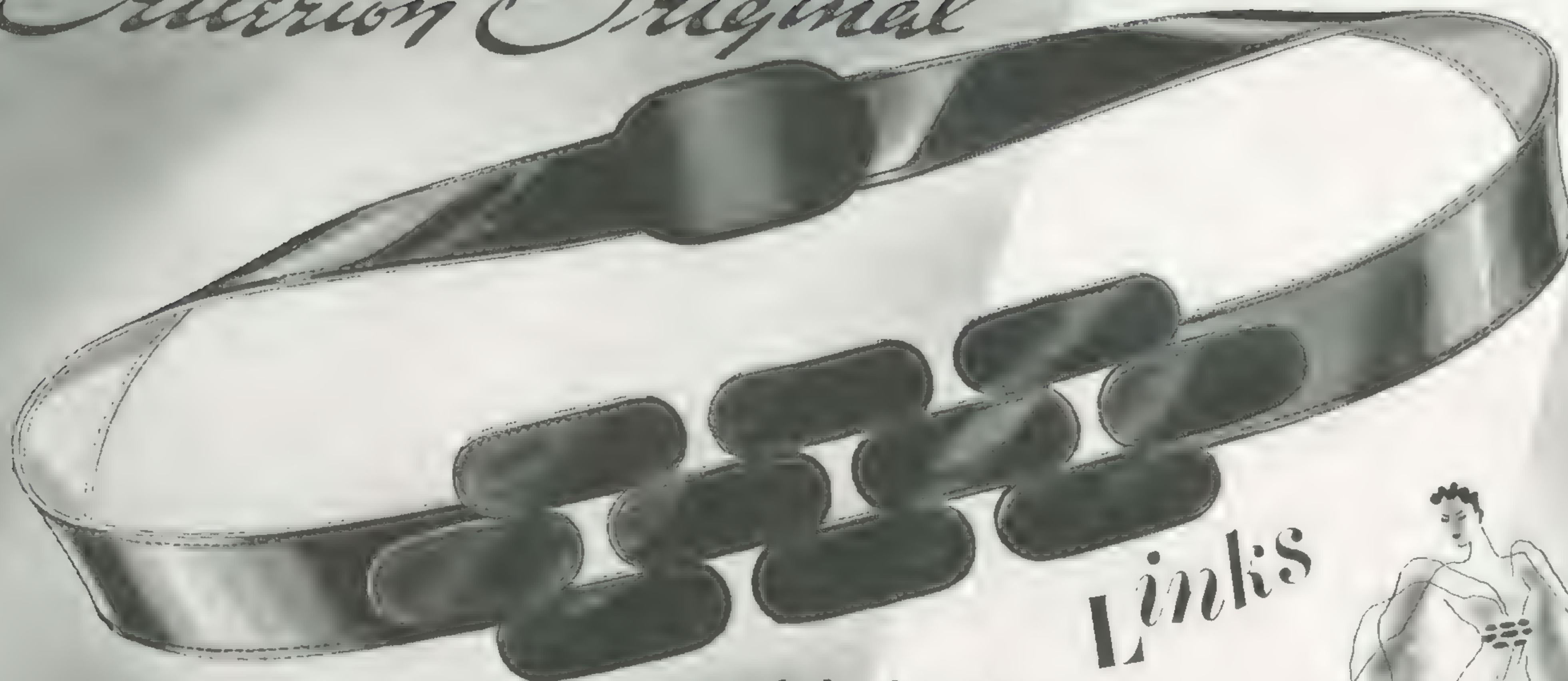
At *Jones Beach*, operettas and concerts are performed on a float just off the shore.



Smart women the country over are applauding Yolande's famous hand-made Bra-vo slip as the perfect understudy for Spring's sleek-through-the-middle fashions. Away with bras and extra straps! Zipper fastened Bra-vo alone lifts your bosom, slims your waist, sculpts your torso suavely, luxuriously, gloriously! Day-time and evening lengths in crepe or satin, from \$3.95. At fine stores here and abroad.

YOLANDE • 16 East 34 • N. Y.

a Criterion Original*



Links

your belt for May

A belt that links today with the spirit of tomorrow. Your town, travel and resort costumes will take on new importance the minute you add this distinctive and unusual Criterion Original. Fine shoe-patent leather in the current colors of the season, 1.50 at foremost stores (slightly higher in Canada).

★ ★ ★ ★ SLOTE & KLEIN, INC. • NEW YORK ★ ★ ★ ★
world's premier maker of quality belts for women



*Reg. U. S. Pat. Off. Copr. 1939 Srote & Klein, inc.

A SCHOOL Idea for FAIR goers

If you're going to the Fair—either Fair—why not solve your school problem at the same time, by stopping off to visit one or more schools en route?

This summer gives you an excellent opportunity to do some advance investigating. There's no better way to be sure you are making a wise selection than to visit the school yourself—talk with the headmaster and his staff—see the physical equipment and absorb the atmosphere of the school and its environment.

We suggest that you study Vogue's School Directory in this issue—write to the schools that interest you most—and plan to visit one or two of them. We'll be glad to help you—to supply information, plan itineraries or make appointments that will enable you to make most efficient use of your time.

To parents who come to New York for the World's Fair, we offer a special word of welcome. Don't hesitate to call upon us with your problems—by letter, telephone or in person!

VOGUE'S SCHOOL BUREAU
420 Lexington Avenue
New York City

OUR *Mystery Twist* WEAVE

MAGIC AS THE MAGIC CARPET

A secret process makes them definitely longer wearing, conclusively more run-resistant. They're super elastic—fit your leg and ankle—and their beauty of texture is beyond mere words. \$1.15 to \$1.25. Other Admiration hosiery 79c to \$1.35. At good stores everywhere—for the one nearest you, write—

Cooper, Wells & Co.

St. Joseph, Mich.

MAKERS OF FINE HOSIERY SINCE 1878

Admiration
COSTUME
HOSIERY

"FOR THE WOMAN WHO CARES"

WARDROBE FOR THE FAIR



Sport-whites

Trig whites
of CELANESE[®]
rayon CELBROOK,[®]
two-piece
and
tubbable,
12.95

the Cotton Shop inc.
ZACHARY ROGERT
543 MADISON AT 55TH
ALSO GREENWICH

*Reg. U. S. Pat. Off.



Cool-ees
By *joyce*
PASADENA • CALIFORNIA

DUCKSKIN... stripes... bananas... blue jeans... all of these and more in summer Cool-ees... in colors to match or accent your most exciting playclothes. At leading stores everywhere



1

FIRST, A BLACK-AND-WHITE GINGHAM SUIT. As you see on pages 96 and 97, Vogue's ideal black-and-white Fair wardrobe shows the chic visitor how to choose *only* the clothes that are properly dark, town-like, cool, and the very soul of adaptability. Never for one moment are they dull, thanks to the interchangeable black, white, and red accessories opposite. A smart gingham suit like this one will start you off at once in the New York tempo (see pages 98 and 99)...completely cool and yet right for town and the Fair.

The white hat, the red hat, and the black hat (A, B, and C, opposite) all would top it in triumph. You mix gloves and bags at will. And there's sheer genius in either of the red jackets (E, opposite) worn over the black-and-white gingham pleats.



2

BLACK-AND-WHITE PRINTED SILK SUIT. In this suit, with any of the day accessories opposite, you can be that somewhat *rare* species, a really *smart* sightseer, or you may find yourself eye-to-eye with celebrities lunching at Twenty-One. Out at the Fair, wear walking shoes with it; in town, of an afternoon, dress it up with high-heeled shoes. And then, come a sudden invitation to go sidewalk dining, you have only to get under the big black cart-wheel...and be off. Should you find yourself being whisked off to the theatre on short notice, this dress is a midsummer eve's blessing. Also, don't miss the fun of wearing the red jacket or the red reefer over the silk suit.



3

CLASSIC BLACK AFTERNOON DRESS. What will you wear to dine informally at the Fair, at one of the wonderful foreign restaurants? This beautifully cut, classic black dress. What will you wear when New York or Long Island friends invite you to dinner and say, "Don't dress"? This agreeable, adaptable classic again, perhaps with black hat and gold metal jewellery; or perhaps you'll suddenly borrow the great white link jewellery from your evening program.

And if you all drive out to the Fair's Hall of Music in the evening to hear Lily Pons or Marian Anderson or the great Finlandia Chorus, or to see the Polish Ballet, what sort of top-coat? That brilliant red box-coat (E, opposite) than which *nothing* could be smarter.



4

CLASSIC BLACK EVENING DRESS. If you're wise, you'll leave the cottons and the mile-wide skirts at home where they can be exquisitely cared for. And you'll pack this excellent black crêpe sheath dress (with slashed skirt), which requires almost no attentions at all, and certainly won't take up precious space in your luggage that you need for accessory changes. Thanks to its capped sleeves, it serves as a dinner or an evening dress. There's a high quality of harlequin drama in the black-and-white striped evening bag (D, opposite). And the wonderful big white links give the sleek costume a summery coolness.

And when you want a dinner taylor, you have only to add the red fitted jacket (E, opposite) to make an extremely sophisticated appearance at any New York roof, or night-club. And if you should crave a bright red cummerbund or scarf, you'll have one handy, if you get possession of the nice one, shown D, opposite. For an evening coat, the brief red reefer is practically *perfect*.

VARIED WITH ACCESSORIES

CHANGE-ABOUT ACCESSORIES. Just to prove that an *ideal*, exciting wardrobe can be *practical* and closely guarded as to cost...all of the daytime accessories (sketched here and photographed on pages 96 and 97) are interchangeable...all good with *all three* of the daytime costumes shown opposite. Select as many as you like; naturally, you can work more miracles if you have all of them.

You can effect an afternoon *coup* by borrowing the wonderful black-and-white striped bag from the evening scheme, ditto the white composition jewellery (see D, below), thereby demonstrating again the merits of the basic black dress as a backdrop. Please note: we have selected top-strap bags *only*, for daytime; they'll help you to keep a little grip on present, petty concerns when the World of To-Morrow is too much with you.

AS TO SHOES...AND LINGERIE. It is almost more important that your shoes fit your foot perfectly than that they fit your dress perfectly, when you're visiting the world's largest fair and the world's largest city on the same pair of feet. However, the requirements of comfort and chic for this wardrobe are easily combined in just three pairs of black shoes. Town shoes with low or medium-low heels (page 130 has more advice on shoe comfort). High-heeled, dressier shoes for afternoon or evenings when you don't dress. And black crêpe dinner sandals.

Don't pile up laundry worries. Pack plenty of glove silk lingerie that can be easily, quickly washed. And don't forget that you'll be grateful for an extra girdle, after a hot day. A dark, tailored dressing gown, too, will help you feel like the completely well-dressed traveller.

MAKE-UP...DOWN TO A MINIMUM. Since your colour scheme is the same morning, afternoon, and evening, you can, in a pinch, use one make-up scheme. Therefore, choose a red lipstick, rouge, and polish that are right with the scarlet accents...and the whole problem is solved. Charles of the Ritz' "Hibiscus" is a true red lipstick, exactly matched by Revlon's "Ascot" nail polish. And for a light, flesh-coloured make-up film that leaves your face wonderfully moist and fresh, Dorothy Gray's "Elation" is an ideal undertone.

If your night creams are gauged to the dry Middle West, you'll find you need a lighter emollient in New York.

INSPIRED FLASHES OF RED. To eliminate finally all chances of Boredom with Traveller's Wardrobe, there are four yards of red silk which will do gallant service as a cummerbund, day or night. (See D.) Under \$3, at Lord and Taylor, and a very thrifty sort of chic, since it also makes a magnificent scarf.

Then, finally, we come to those two scarlet Turncoats (E) that make you a bright rebel against the dull rule of "darks for town." They go with everything...*brilliantly!* The new, tunic length, fitted woollen jacket and the boxy woollen reefer are both at Jay-Thorpe. And if you have extra skirts, you can count on just that many more suits!

To *ONE* woman in ten

Her watch bracelet must be so authentic in design and exquisite in taste that . . . like her sterling silver . . . it need not change with fashion's whims. For her, there is a Hadley Bracelet, daintily suited to her own hands and worthy of her fine watch. At better jewelers everywhere. The Hadley Company, Providence, R. I.



Watch Bracelets by **HADLEY**

"There's Style and Wear in Every Pair!"

On the Boi's



"Tres chic" are these long flattering French gloves that stress the new feminine trend with their smart, wide flare effect. Of "Two-Plex" suede fabric . . . in the season's accenting colors.

a **"Wear-Right"**
Glove Exclusive

WIMELBACHER & RICE · MAKERS · NEW YORK · PARIS



NEW...a CREAM DEODORANT

which safely

STOPS *under-arm* PERSPIRATION

1. Does not harm dresses, does not irritate skin.
2. No waiting to dry. Can be used right after shaving.
3. Instantly checks perspiration 1 to 3 days—removes odor from perspiration, keeps armpits dry.
4. A pure, white, greaseless, stainless vanishing cream.
5. Arrid has been awarded the Approval Seal of The American Institute of Laundering for being harmless to fabrics.



15 MILLION jars of Arrid have been sold... Try a jar today—at any store which sells toilet goods.

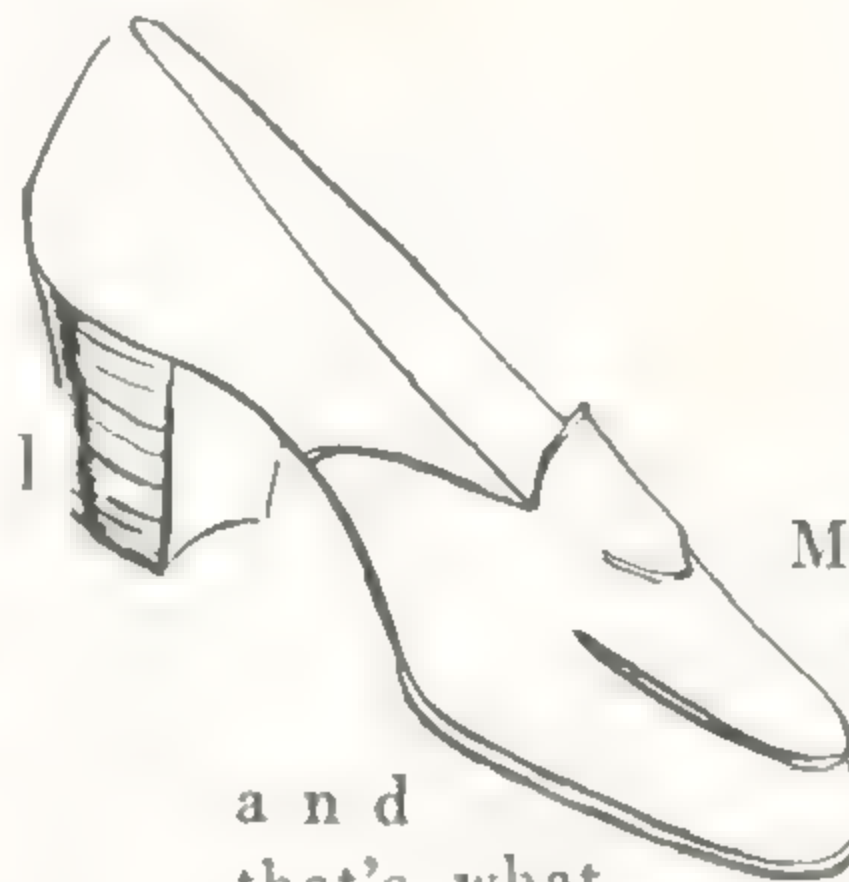
39¢ a jar

Also in 10¢ and 59¢ jars

ARRID



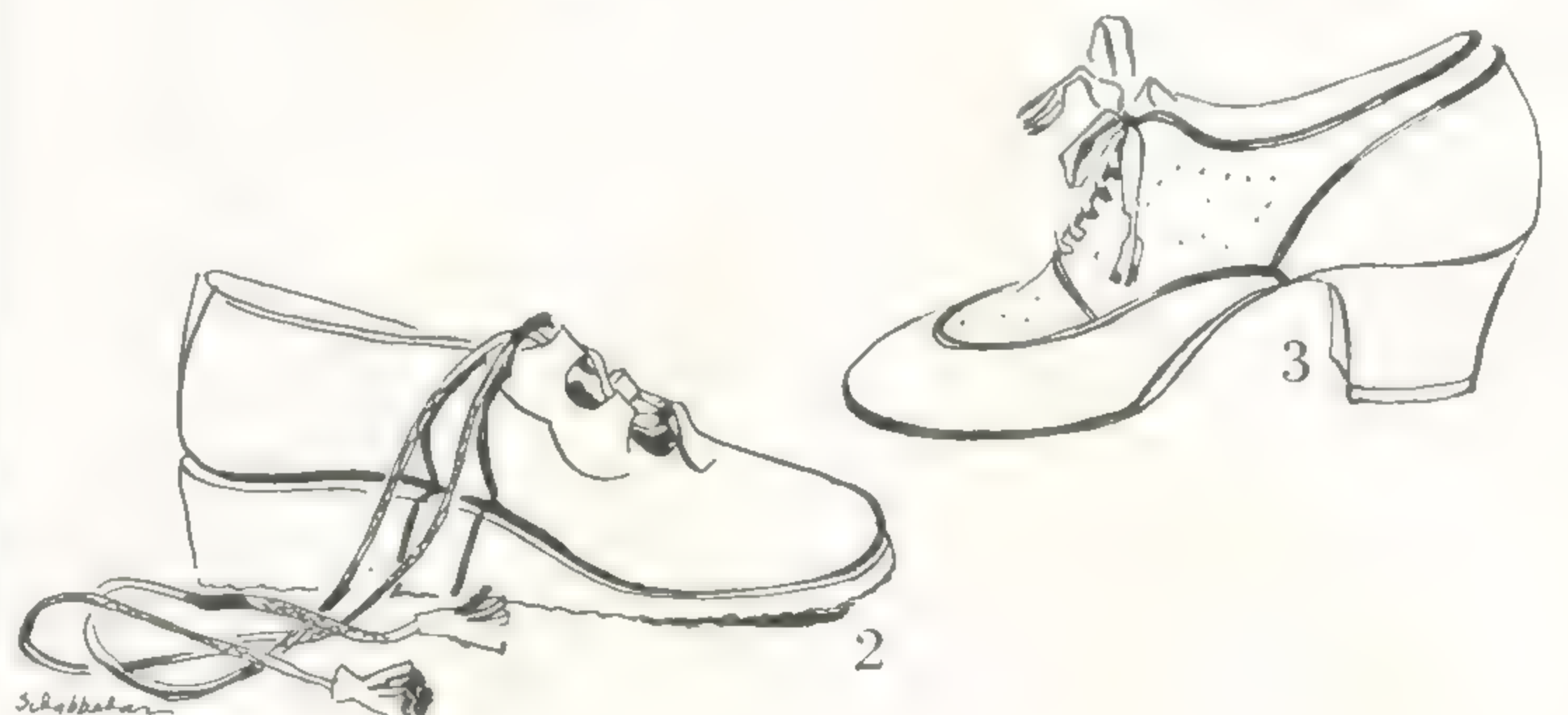
FAIR VIEWS DEFEND



and that's what

Miles and miles of tramping concrete walks, in and out of buildings, standing in front of exhibitions, walking around hour after hour—you'll be doing at the World's Fair. Unless you are fortified with solidly comfortable shoes, you'll find, toward the end of the day, that no building looks beautiful to you, no exhibition interesting. The very Trylon and Perisphere themselves will seem to wilt as in Kertesz's amusing, distorted photographs above, for you're at the fainting point from weary feet. That would be too bad, wouldn't it? Well, it needn't happen, not if you're as foreminded as we are in these pages.

So be sure you've at least one pair of shoes picked to stand the stress of World's Fair sightseeing. A pair of Oxfords in perforated reverse suède, a pair of ghillies on a crêpe wedge heel, a pair of opera pumps if you're an opera-pump addict, with straight, wide, low heels. Heels are important; built-up leather ones are best. Comfort points and fashion points can be welded into the same shoes, as, for example, this hand-picked half-dozen that we show you here. With them, you won't have to get sightseers' feet, you won't have to risk making the Trylon and Perisphere look like melted ice-cream cones.



Deduct years from your figure

No matter what your age or size, in a Franco, your figure-line becomes a youth-line. Originators and exclusive makers of Contour-lastik and Bias-lastik. Of finest French laces and quality fabrics. \$10 to \$75. NO FINER CORSETS MADE

Contour-Lastik
Bias-Lastik

Franco
136 MADISON AVENUE NEW YORK
CHICAGO PARIS

FEATURED AT BETTER STORES

ANDRÉ KERTESZ



ON YOUR FEET



1. If an opera pump is your choice, we recommend one entirely made by hand, soft as a boneless girdle. This one is of deep tan calf, its toe is walled, its heel of the important built-up leather variety. A Debusschère shoe from Henri Bendel

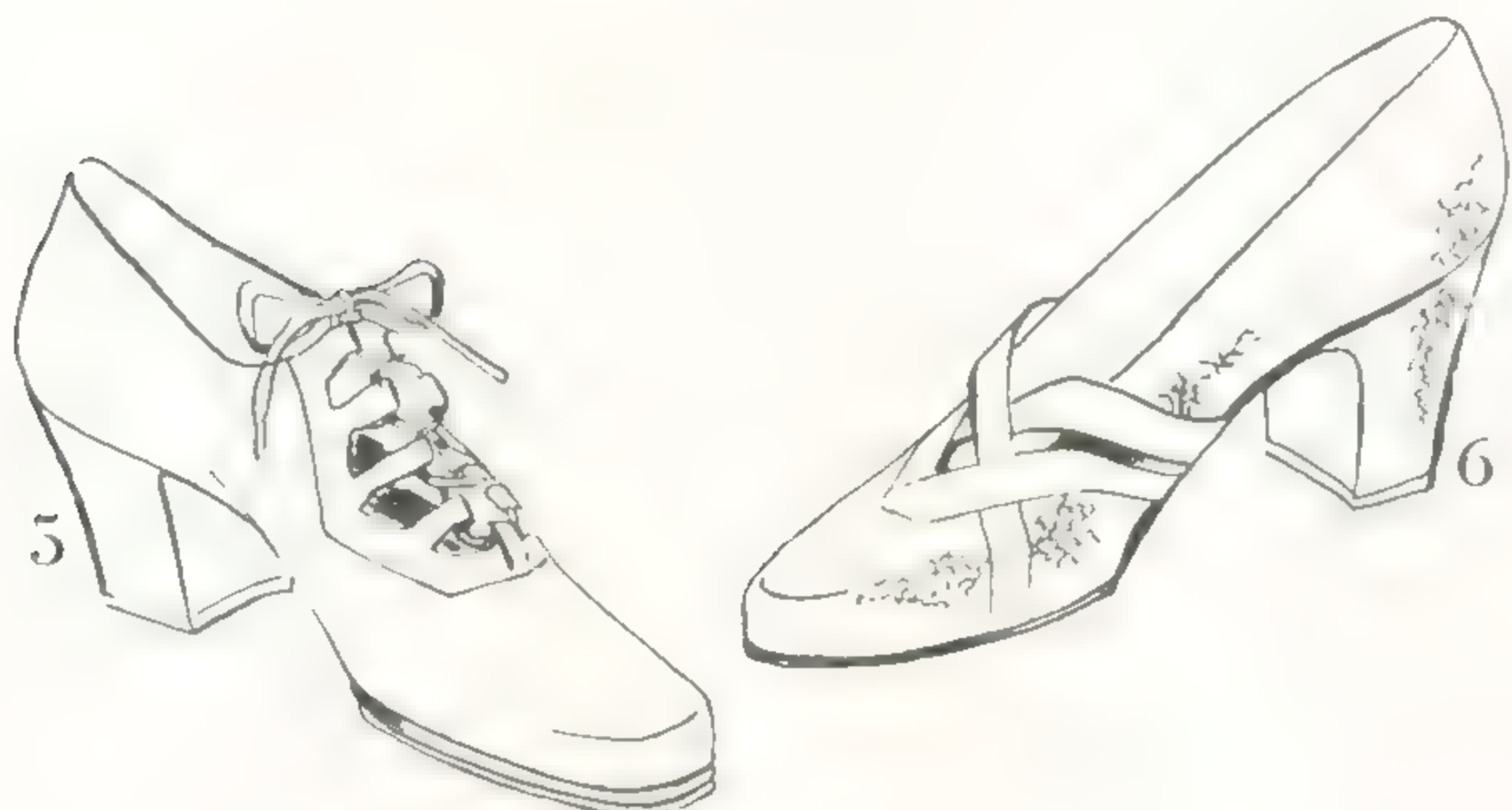
2. Wear to the Fair a country favourite, a ghillie on a crêpe wedge sole. This one is of brown reverse calf, and will look exactly right with a brown or natural-coloured linen suit. Saks-Fifth Avenue

3. Wear a shoe that's built up for support, and perforated for coolness. A wine-brown (prophetic colour), moccasin-type Oxford, with the now traditional "Dutch boy" heel. This is a Foot-Saver shoe

4. Consider linen. It's especially smart in its natural tone, with brown laces to match the highly polished brown of the built-up leather heel. A classic Oxford adaptable to many clothes. Shoecraft

5. Pinseal is a tailored leather that is supple, lightweight, and fashion-right; therefore, suitable for your sightseeing shoe. This semi-ghillie type, with a walled toe, is in copper colour. From Milgrim

6. If you "can't wear opera pumps," try this step-in with beautifully fitting straps over the instep. It's of brown llama calf, with a comfortable heel; another of those hand-made Debusschère shoes from Henri Bendel



NAN Tailor
fashions

PRESENTS THE

Essential Classic
IN *Celanese** SQUAREWAY
A SILK AND RAYON FABRIC

The one dress you can always
choose for any daytime
occasion with confidence.
The most useful fashion
in your wardrobe.
Washable, of course.
With jeweled studs.
About \$15.

*Reg. U. S. Pat. Off.

Write us for the name of the one fine shop in your city that shows it. NAN TAILOR, 1375 Broadway, N. Y.

Mayfair

A Schaffer original designed in honor of
Queen Elizabeth and her visit to the United
States. "Mayfair" conforms with the simple
elegance of Her Majesty's wardrobe. This
Belt of the Month is featured at leading
stores in loveliest summer colors. Either glove,
skin or patent leather. \$1.50.

**Belt of
the Month**
by Schaffer

Reg. U. S. Pat. Off.

Schaffer

SCHAFER BELTS, INC., 330 FIFTH AVENUE, NEW YORK, N. Y.
World's Renowned Manufacturers of Quality Belts for Women

SOCIETY



SPECIALTY
COINTREAU
LIQUEUR
ANGELO

AFTER DINNER
serve

COINTREAU
Liqueur

COINTREAU LIQUEUR is a blend of Orange and Lemon
Scented, Saffron, etc. Send for true
COINTREAU LIQUEUR Liqueur Co. Inc.
1111 Avenue of the Americas, New York 10

For a gift that thrills!

GIRARD-PERREGAUX

Squire
17 jewels
gold filled
natural yellow
\$35

Rondelette
17 jewels, 14K gold
natural yellow
\$60

Caprice
17 jewels, 14K gold
natural yellow
\$60

Accuracy
... beautifully encased!
This, in a word, describes
Girard-Perregaux, pre-emi-
nent time-piece since the days
of Lafayette ... the logical
choice of important men
and women everywhere.

At better jewelers

ON TIME - ALL THE TIME - ALL OVER THE WORLD

GIRARD-PERREGAUX & CO., Fine Watches Since 1791, Rockefeller Center, New York

BIRTHS

NEW YORK

Brown—On March 16, to Mr. and Mrs. James Oliver Brown (Honour R. Dickerman), a daughter, Alice Carter Brown.

Dodd—On March 17, to Mr. and Mrs. John M. Dodd (Florence Appleton), of New York and "The Kennels," East Hampton, Long Island, a daughter.

Myer—On March 17, to Mr. and Mrs. John Walden Myer (Martha Rosalie Humphrey), a daughter, Martha Elizabeth Myer.

Rollinson—On March 17, to Mr. and Mrs. S. Harrison Rollinson, junior, of West Orange, New Jersey, a son, Simeon Harrison Rollinson, third.

Vilas—In March, to Mr. and Mrs. Charles Harrison Vilas (Margaret V. Van Pelt), of New Haven, Connecticut, a daughter, Diana Van Pelt Vilas.

Wheelwright—On March 14, to Mr. and Mrs. Wilder Wheelwright (Patricia Preston), a daughter, Delia Belita Wheelwright.

Whitney—On March 22, to Mr. and Mrs. Cornelius Vanderbilt Whitney (Gladys C. Hopkins), a daughter.

BOSTON

Fox—On February 5, to Mr. and Mrs. Heyward Fox (Elizabeth Wells), a daughter, Elizabeth Wells Fox.

LINCOLN, NEBRASKA

Calhoun—On February 27, to Dr. O. V. Calhoun and Mrs. Calhoun (Marjorie Throop), a son, David Throop Calhoun.

NORTHBROOK, ILLINOIS

Eikelbarner—On March 9, in Evanston, Illinois, to Mr. and Mrs. Lyle Franklin Eikelbarner (Ela Hupp Myers), of Northbrook, a son, John Frederick Eikelbarner.

TULSA

Bragassa—On February 18, to Mr. and Mrs. Hughes Bragassa (Barbara Hiestand), a son, Michael Hughes Bragassa.

Charles—On February 15, to Mr. and Mrs. John B. Charles (Betty Otterson), a son, John B. Charles, junior.

Murdaugh—On February 14, to Mr. and Mrs. Thomas G. Murdaugh (Grace Clark), a son.

ENGAGEMENTS

NEW YORK

Barber-Voorhees—Miss Gladis Barber, daughter of the late S. Morgan Barber and Mrs. Barber, of "Elm Court," Greens Farms, Connecticut, to Mr. Brown Van Voorhees, son of the late Dr. James Ditmars Voorhees and Mrs. Voorhees, of New York and Greenwich, Connecticut.

Chaliapin-Robertson—Miss Dussia Chaliapin, daughter of the late Feodor Chaliapin and Madame Chaliapin, of Paris, France, to Mr. James L. Robertson, third, son of Mr. Hugh S. Robertson, of New York.

Childs-MacKay-Smith—Miss Mary Childs, daughter of Mr. and Mrs. Richard Spencer Childs, to Mr. Stuart A. MacKay-Smith, son of Mrs. Albert John Edgecombe, of Vancouver, British Columbia, and the late John MacKay-Smith.

Raymond-Vietor—Miss Carolyn Raymond, daughter of Mr. and Mrs. William Raymond, to Mr. Thomas F. Vietor, son of the late Thomas F. Vietor and Mrs. Vietor.

Roosevelt-Armentrout—Miss D. Virginia Roosevelt, daughter of Mr. and Mrs. John Kean Roosevelt, of New York and Oyster Bay, Long Island, to Mr. James S. Armentrout, junior, son of the Reverend Dr. James S. Armentrout, of Germantown, Pennsylvania.

Snow-Van Deventer—Miss Helen Kathleen Snow, daughter of Mr. and Mrs. Warren Howland Snow, of Greenwich, Connecticut, to Mr. Francis Hopkinson Van Deventer, son of Mr. and Mrs. William Van Deventer, of Passaic, New Jersey.

BOSTON

Lunt-Weed—Miss Hilary T. Lunt, daughter of Dr. Lawrence Kirby Lunt and Mrs. Lunt, of Concord, Massachusetts, to Mr. Roger Haydock Weed, son of the late Arthur H. Weed and Mrs. Weed, of Milton, Massachusetts.

CINCINNATI

Wilder-Hawley—Miss Mary Alexina Wilder, daughter of Mr. and Mrs. Charlton H. Wilder, to Mr. Charles Bart Hawley, son of Mr. and Mrs. H. Bart Hawley.

ENGAGEMENTS

LOS ANGELES

Janss-Bateman—Miss Gladys Janss, daughter of Mrs. Frank V. Pollock and Mr. Harold Janss, of Los Angeles, to Mr. George M. Bateman, son of Mrs. Chrissie Bateman, of Tulsa, Oklahoma.

PHILADELPHIA

Brooks-Brown—Miss Lee Brooks, daughter of Mr. and Mrs. Paul Brooks, of Berwyn, Pennsylvania, to Mr. William Hayes Brown, son of Mr. and Mrs. Rodney W. Brown, of Andover, Massachusetts.

Cabot-Schiehing—Mrs. Grace Dixon Cabot, daughter of the late Reverend Edward Everett Dixon and Mrs. Dixon, of Jenkintown, Pennsylvania, to Mr. John G. Schiehing, son of Mrs. Gottlieb Schiehing, of Philadelphia, Pennsylvania.

Gage-Purves—Miss Mary Cornelia Gage, daughter of Mr. and Mrs. Lloyd G. Gage, of Chicago, Illinois, to Mr. Pierre Marot Purves, son of the late Austin M. Purves and Mrs. Purves, of Chestnut Hill, Pennsylvania.

WEDDINGS

NEW YORK

Burke-Schweizer—On April 23, in the Madison Avenue Presbyterian Church, Mr. Charles Clinton Burke, junior, son of Mr. and Mrs. Charles Clinton Burke, of Plainfield, New Jersey, and Miss Emmy Jo Schweizer, daughter of Mrs. David Dows, of New York, and the late Raymond J. Schweizer.

Hoyt-Bartram—On March 6, in the First Presbyterian Church, Stamford, Connecticut, Mr. Walter S. Hoyt, of Stamford, and Mrs. Elizabeth Mayr Bartram, of Greenwich, Connecticut, daughter of Mr. and Mrs. Frank Mayr, of South Bend, Indiana.

Jameson-Kiendl—On April 15, in the Church of the Heavenly Rest, New York, Mr. Edwin Cornell Jameson, junior, son of Mr. and Mrs. Edwin Cornell Jameson, of New York, and Miss Helen Vaughan Kiendl, daughter of Mr. and Mrs. Theodore Kiendl, of New York and Bronxville, New York.

McAdoo-Heffron—On March 25, in the Round Hill Community Church, Greenwich, Connecticut, Mr. Francis Huger McAdoo, junior, son of Mrs. McCormack Keith, of Brooklandville, Maryland, and of Mr. Francis Huger McAdoo, of New York, and Miss Cynthia Stowe Heffron, daughter of Mrs. John Marcher Heffron, of Greenwich.

Myers-Batley—On March 18, in New Rochelle, New York, Mr. Henry Hawley Myers, son of the late Joseph Laurence Myers and Mrs. Myers, of New York and Sharon, Connecticut, and Miss Muriel Crawford Batley, daughter of Mr. and Mrs. Donald Ellerby Batley, of New Rochelle.

Smith-Bowman—On March 15, in the Chapel of the Cathedral of the Incarnation, Garden City, Long Island, Mr. Abel I. Smith, junior, son of Mr. Abel I. Smith, of New York and Norfolk, Connecticut, and Miss Adele Bowman, daughter of Mr. and Mrs. Alfred C. Bowman, of Garden City.

Smith-Wagner—On March 10, Mr. Granville B. Smith, son of the late Mrs. Augustin Coleman Smith, and Miss Florence Theresa Wagner, daughter of Mrs. William Killham, of Forest Hills, Long Island.

Thorne-Thomasson—On March 18, in Montclair, New Jersey, Mr. Harold Benson Thorne, junior, of New York and Montclair, son of Mr. and Mrs. Harold Benson Thorne, of Montclair, and Miss Elisabeth Thomasson, daughter of Mrs. Theodor Thomasson, of Lund, Sweden.

BALTIMORE

Sands-Dame—On March 11, in the Memorial Protestant Episcopal Church, Baltimore, Maryland, Mr. Samuel Stevens Sands, son of Mrs. Richard Whitney, of New York and Far Hills, New Jersey, and the late Samuel Stevens Sands, and Miss Elizabeth Lee Dame, daughter of the late Reverend Dr. William Page Dame and Mrs. Dame, of Baltimore.

BOSTON

Goldstone-Kilham—On March 3, Mr. John Lewis Goldstone, son of Mr. and Mrs. Lafayette A. Goldstone, of New York, and Miss Jeannette Kilham, daughter of Mr. Walter Harrington Kilham, of Boston, Massachusetts.

Pentecost-Bowman—On April 14, in Christ Church, Bronxville, New York, Mr. Richard Wentworth Pentecost, of Boston, Massachusetts, and Miss Jean Eleanor Bowman, daughter of Mr. and Mrs. Lewis Bowman, of Bronxville.

BLOUSE-AND-SKIRT ERA

Designs for Dressmaking

- 1939 has become the blouse-and-skirt era. Make both yourself, and interchange them as you please, for day or evening
- Bishop Blouse No. 8178 is "Easy-to-Make," designed for sizes 12 to 20; 30 to 38
- Skirt No. 7988, pleated or gathered. In 25 to 30 waist



8178
7988



7972
7988

- The gathered neck-line, the dirndl skirt—a revival of peasant charm and simplicity
- Make Blouse No. 7972 of voile. "Easy-to-Make." Designed for sizes 12 to 20; 30 to 42
- And Skirt No. 7988 (also shown above), of black silk crêpe, full-length, if you like



8239
8383

- For dinner—the shirt-waist dress, with several blouses.
- Blouse No. 8239 has frothy tucks and lace. Designed for sizes 12 to 20; 30 to 38
- Skirt No. 8383 is flared, six-gored, and "Easy-to-Make." Have a bright red sash. Designed for sizes 25 to 36 waist

Famous
France
Series



Cockleshells, scrolls and formal gardens in old French colorings . . charming rococo settings for historic and romantic pictures of Versailles.

Handkerchiefs Group of six. Hand blocked, made in France. 50¢ each.

11 East 38th Street, New York

BLOCH FRÈRES de Paris

'SANDEZE PLEASE'
fitting words in any clime!

California designing genius brings you colorful fun and sun clothes... so becoming, gay and carefree you'll want to live in them all season. Say "Sandeze Please" ...they're fitting words any time, in any clime!

TRAVEL-LURE (left)
Gorgeous California flower colors in Sandeze crinkled sailcloth shirt, shorts, skirt. About \$6.00

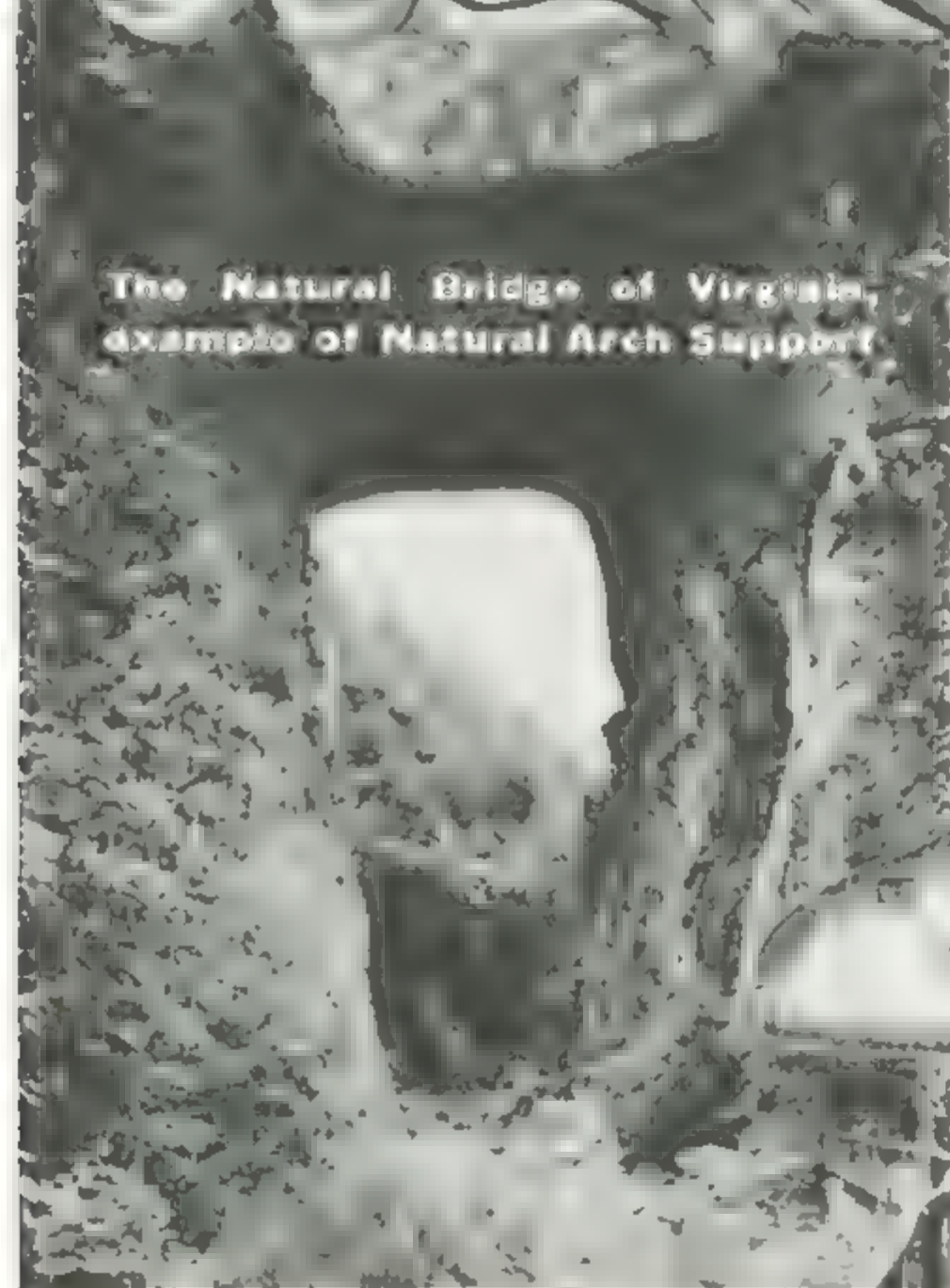
CAREFREE (right)
Multi-colored stripes, combined with harmonizing Sandeze crinkled sailcloth. Reversible bra, shorts and jacket. About \$8.00
Matching Visor, about \$1.00

Look for this Tag

Sandeze
BEACH AND SPORTSWEAR
FOR NAME OF YOUR NEAREST DEALER WRITE
E. B. MYERS CO.
511 Venice Boulevard
LOS ANGELES - CALIFORNIA

FEATURED BY BETTER STORES EVERYWHERE

Natural Bridge Shoes



The Natural Bridge of Virginia, example of Natural Arch Support

The BRONSON
Dainty open-toe sandal in white kid or black patent.



Graceful, flattering...yet oh-so-comfortable! A rare combination...yours from the moment you first snuggle into a pair of the stunning new Natural Bridge Shoes! Write to us for the name of the dealer nearest you.

Natural Bridge Shoemakers, Division of Craddock-Terry Shoe Corporation, Lynchburg, Virginia



Hidden Cushions and Natural Arch Make Walking Delightful

\$5.00 to \$6.00



THE DRESS OF THE MONTH* in *Celanese** rayon CLAIRENESE*

Paris says ✓ to checks as styled in this crisp, Crowfoot check taffeta weave. It has that clean, cool look of Spring, accented by the white detachable Celanese rayon Celbrook* collar, cuffs, and flower. Patent leather belt to match the navy and white or black and white check. Sizes 10 to 18.

\$19.95

*Reg. U.S. Pat. Off.

Over 400 shops are showing this fashion. If you don't find it in your favorite shop, write

KANE-WEILL, INC., 498 SEVENTH AVENUE, NEW YORK CITY

SATURDAY'S CHILD

YOU wake up one morning to find that it is suddenly spring, and you say to your sub-débutante daughter at breakfast, "Emmeline, on Saturday we shall have to get you some clothes."

You say it cheerfully, blissfully unaware of the ordeal before you.

On Saturday morning, you set out. Emmeline is delighted; so are you.

A slight argument over the shops to be visited casts a cloud over the proceedings. But bright, efficient Emmeline overrules your choice and guides you to the shop preferred by her and her contemporaries.

First, dresses. Emmeline needs an evening dress. You discover a simple flowered print...back not too low...shoulders moderately well covered.

"Emmeline," you say quickly, "it is divine! Why not try it on?"

Emmeline's expression leaves no doubt. "Tacky," she says, laconically.

You try again. "Here, Emmeline, look at this one."

Emmeline condescends to look. This one is of net, with a full skirt and puffed sleeves and tiny, appliqué roses, very young, very fragile, very lovely.

"How old do you think I am, Mother?" asks Emmeline, witheringly. You both *know* the answer to this one.

Meanwhile, Emmeline has discovered a dress...a mere wisp of chiffon. It has no back and not much front. You have a vision of her father's face, and you shudder.

"No, Emmeline," you say, firmly. "I could not face your father. And you couldn't do anything *but* face him with the absence of back on that!" you add maliciously. Emmeline is not amused. She murmurs something under her breath about "old-fashioned," and says, "I'll try it on, if you don't mind."

"Emmeline," you say, desperately, "you can have any dress but that. If you'll give that one up, I don't care *what* you buy."

"Do you really mean that?" she asks, innocently.

"I do indeed," you answer, resignedly.

Emmeline has planned her revenge. She produces a ravishing affair with swirls and swirls of lace and tulle, unmistakably French. But you have brought it on yourself.

"Okay, I'll take this one," says Emmeline. Her complacency is justifiable. She has chosen a dress that a woman of any age could wear with distinction. It is over the two-hundred-dollar mark.

"Shall I charge it?" asks the salesgirl.

"Yes, charge it," you say, thinking the first of the month is still far off. But Emmeline has won, and knows it.

Next, you get the coat problem out of the way; and with it, goes all hope of pampering yourself with a new evening dress.

You have yet to struggle with hats. By this time, you are convinced that anything bizarre, conspicuous, and startling will please this generation. You are right. Suddenly you spy your Emmeline, your child of tender years, in a hat which, if it did not make you laugh, would make you weep. It gives Emmeline a faintly debauched and wicked air. It has a glamour-in-the-desert look about it. A long chiffon scarf drapes her face and floats off behind her. One eye is completely hid-

den. The other leers out at you in pure delight. You groan.

"Take that thing off," you cry, throwing tact to the winds.

Emmeline's pride is terribly wounded. She tells you so in a vicious whisper. Some one may have heard you, she expostulates.

"And some one may have *seen* you!" you retort.

This is *not* the remark to have made. Emmeline sweeps the hat from her head and says she will have no hat at all. She will not be laughed at.

Finally, you compromise on one of the least objectionable of the hats Emmeline has chosen. You have it made to order, managing to have its worst features modified. Neither of you is particularly pleased. The hat is changed. The price is not. But at least the desert influence is out of the way.

You then venture bravely, "Now that we are here, Emmeline, I think I might get a hat."

Emmeline sighs.

You try on a coquettish turban that makes you look unexpectedly youthful and chic. You turn with a smile to Emmeline for approval. But she is looking at you in unconcealed horror.

"Mother! You wouldn't buy that?"

"Why not?" you ask, coldly.

"It's much too young!"

You reflect bitterly that the young have little feeling and less tact. You are sure that the hat is not too young. But you would never feel comfortable in it after that remark. Emmeline is now telling the salesgirl just what kind of hat you look best in, and exactly what she is to bring. You listen in amazement.

"Now you know I'm right, Mother. Don't argue," says the atrocious child, eyeing her choice of hats with the air of an expert. To you, they are all dull, dowdy, and colourless.

But suddenly the salesgirl slips the offending "hat of the desert" upon your head, and, after the first moment of shock, you realize it looks incredibly well. The softness of the chiffon around your throat is most becoming; the dip of the hat hides the grey at your temples. With most of its trailing scarf cut off, the hat could be made most suitable and attractive.

"Why, Emmeline!" you cry, "This is definitely The Hat!"

You have forgotten. Emmeline is looking at you with awful reproach. For once, she is speechless.

You find yourself blushing like a schoolgirl. You take off the hat. There is nothing else to do. You lay it aside with a sigh, and place one of the shapeless nonentities upon your head. Listlessly you say to the salesgirl, "Charge this one, please." And out of the corner of your eye, you glimpse the triumphant gleam in your daughter's.

"I know you will like that one," says Emmeline, comfortingly, as if to a disappointed child. "I know we chose the right one."

* * *

Emmeline, at the moment, shops alone. She will continue to do so, I hope, until the day to which I confess I am looking forward, when she finds herself on a shopping expedition with a sub-débutante daughter of her own.

KATHERINE BLAKE

INVITATION TO THE FAIR

(Continued from page 59) however, in spite of the Italian Government's refusal, is pretty superb, because Americans own some of the greatest of the fourteenth-century Italian primitives—those were the paintings beloved by our early millionaires. In tracking down paintings, Dr. W. R. Valentiner, who is Curator of the Detroit Art Museum, and head of the Masterpieces of Art, found that President Roosevelt has a fine Claude Lorrain; Governor Lehman, a marvellous Fouquet.

Notice the really beautiful Federal Building, a calm centre for the eye in the whole fluttering spectacle of the Fair. It is dignified, with a certain complacency, at the end of the Avenue of Nations. Within the building is the State Reception-Room where President Roosevelt will receive the King and Queen of England. Although it is as near a throne-room arrangement as a Republic dares go, it has no dais. (Politically, the dais seemed too Royalist.)

Look at the exhibits in the Telephone Building, which is pretty fine in itself, with its formal garden helping to bring into the Fair a certain quality of humanness. Look especially at the illustrated journey of a long-distance telephone call and at Vodor, which is, in less collapsed language, the vocal robot. It is a kind of player-piano with a voice doing electrically, through a synthetic speaker, what one does in talking. It is scientific, amazing, and it sounds a trifle like a man with a harelip.

Go to the foreign restaurants—notably the French one, manned by four chefs from four of the great Paris restaurants. From its windows, you can see the weeping-willowed lagoon, where the fireworks, swift, violent, teamed with music, will shoot each night. Nearby is the Italian Restaurant, with its chef from the *Conte di Savoia*. (The Italian Building has a waterfall down its face, signifying Italy's faith in hydro-electrics.)

At the Roumanian Restaurant, imagination has run berserk. There the plan is to have fresh caviar arrive every day by transatlantic plane. Everything, in fact, about the Roumanians has been flecked with a wild fantasy. They had hoped to do a native opera, but, since its story was that of an unfortunate triangle, King Carol refused his permission. Instead, there will be one hundred and twenty-five Roumanian dancers, who will do a ballet, somewhat like "Prince Igor," but twice as bouncingly virile, and definitely more primitive.

Go to the Contemporary Arts Building, all redwood, scrolled with brass. Within you will see about eight hundred paintings by American artists, the paintings chosen from every state in the Union. Americans are apparently painting their heads off. (All the artists, in fact, have had a riotous good time at the Fair—the sculptors and muralists have covered hundreds of square feet with their work.) When the Fair is over, some fifteen thousand dollars' worth of these paintings will be bought and donated to the home states of the artists.

Notice how most things on the Fair grounds are arranged to avoid crowds snarling into groups. No one

will be lost in the old-fashioned kind of Roman Forum exhibition hall, for the exhibits are placed in a one-way traffic arrangement. Some wise showmen have installed great moving belts, like a Ford assembly line. You sit in an easy-chair, with ear-phones clamped to your head, and, as you are carried along, a quiet voice explains everything you see.

Lose your dignity over at the amusements. It's no midway, but it's full of enticements. There is, in particular, Billy Rose's Aquacade, which practically defies description. As nearly as any one can judge, it is a show of two hundred pretty girls, splashing around, forming a kind of Follies in the water. Like all the spectacles devised by Rose—who is about four feet tall, with a pure white face and hair so black that it looks dyed, but isn't—this one is built on colossal proportions. Besides all that, the amusement area holds some fantastic number of shows, villages, and rides. There is a jungleground, a colony of midgets, a winter sports resort, with daily snow-storms, and even an English town containing a facsimile of Shakespeare's Globe Theatre. The theatre will have forty-five minutes of staccato Shakespeare, with Hiram Sherman doing the important comedy part. (Sherman, who is tall, tubby, and a new funny man, was last year's hit in "The Shoemaker's Holiday".)

Go to the Hall of Music. There, if the plans are carried out, you may hear the booming voices of the peasants of the Red Army chorus, sometimes sounding like an orchestra, sometimes like an organ. (They are supposed to have the best voices in all Russia.) You may see the Hungarian folk opera, "Hary Janos," the tale of a romantic, but Hungarian, Baron Munchausen. In any case, there will always be the Philharmonic Symphony Orchestra, with a variety of conductors, playing all kinds of national music. (There will be Brazilian, Swedish, and Finnish concerts.) There will be four concerts of American music.

Try the hundreds of exhibitions. There are all kinds of industrial exhibitions, from air-conditioning to drilling for oil, from the mechanized dairy with its two hundred cows, fed, bathed, and milked, to the flaming show of glass-blowing. There is the House of Jewels containing the largest opal in the world, and a Hall of Fashion, with thousands of clothes.

Take the children to the Children's World, where youngsters can take a miniature trip on miniature stream-lined trains, on miniature boats, seeing Holland, Hawaii, Eskimos. There is even Titania's Palace, the most elaborate doll-house in the world.

There are all the "focal exhibits"—enlightening dramatizations of the stories of food, science, education, public health, model railroads, automobile assembly lines, and television.

And, finally, look at the Zoological exhibit of animal curiosities. (If they were human, it would be a freak show.) There will be not only the baby panda, but the giant panda, called Pandora of course, and, because it's this kind of a Fair, an electric eel which can kill a horse.



Sixteen gores to its rhythmic skirt and impeccable tailoring. A dress of Oxford Crepe, a Celanese rayon in mouth-watering colors. 22.95. At your favorite store, or write to
ADLER & ADLER, Inc.
550 Seventh Avenue, New York

*Reg. U. S. Pat. Off.

A HABITMAKER with "Free Action Sleeves"

WRITE "VELVET STEP SHOES"
ON YOUR SUMMER
PROGRAM



"Like
Walking
on
Velvet"



\$5 to \$6

Wear Velvet Steps this summer for low-heeled comfort with high-heeled smartness! Patented inner construction gives cushioned arch support and relieves pressure on ball of the foot... holding the heel in place. Write Dept. S for your dealer's name.

PETERS SHOE CO. • DIVISION OF INTERNATIONAL SHOE CO. • SAINT LOUIS



Immaculate Cleansing

THAT LEAVES ALL THE PRECIOUS MOISTURE IN YOUR SKIN!

IMMACULATE cleansing is only half the beauty-enhancing task performed by Barbara Gould Special Cleansing Cream. When you cleanse with this superb cream you leave the precious moisture in your skin! This is the secret that is helping many women to keep on looking their loveliest age. To look fresh and fine-textured, the skin should retain its natural moisture. So shun skin-drying cleansing methods! Try Barbara Gould Special Cleansing Cream... and see how it leaves your skin not only clean, but dewy-fresh!

BARBARA GOULD SPECIAL CLEANSING CREAM, for dry skins. . \$1.00

BARBARA GOULD CLEANSING CREAM, for oily skins. . . \$1.00

BARBARA GOULD SKIN FRESHENER, removes all of the cream and dirt, and tones the complexion. . . 85c

Barbara Gould
INC.
35 WEST THIRTY-FOURTH STREET
NEW YORK, N. Y.



HOW TO GET TO THE FAIR

ALL America is travelling this summer. To take care of the millions of Americans on their way to the New York Fair, the transportation companies have decreased their rates, cut down their running times, and put new trains on the tracks, new planes in the sky, new cars on the roads, and new ships on the sea. Eighty-seven streamlined trains, forty-two of them Diesel-powered, will race across the country, cutting the coast-to-coast journey to fifty-seven hours. Pooling their resources, the rail companies have offered the lowest fares in their history for the "Grand Circle Tour," from any city in the United States to both Fairs and back: \$90 in coaches; \$135 in sleeping- and parlour-cars; the Pullman Company's rate for a lower berth is \$45. And as for travel by plane, the turnstiles at Newark, Floyd Bennett, and the new North Beach Airport in Queens will be spinning with the greatest number of passengers ever to take to the air.

Vogue herewith hangs out a few lanterns from the Flushing Tylon to help guide you on your way across America.

ONE IF BY LAND

Among the railroads throughout the East that will take you directly to New York are the New York Central, the Pennsylvania, the Baltimore & Ohio, and the New Haven. According to the New York Central's World's Fair schedule, its fastest train from Chicago is the "Twentieth Century," whose running time is sixteen hours; its fastest train from St. Louis is the "Knickerbocker," whose running time is twenty-one hours, fifteen minutes. (The "Knickerbocker" stops at Indianapolis, Cincinnati, and Cleveland.) The World's Fair rate from Chicago, first class (plus Pullman), on a thirty-day individual round-trip basis, is about \$50; the fare from St. Louis, on the same basis, is about \$57.

Effective since the opening of the Fair, the Pennsylvania's new schedule features its fastest and most luxurious train, the "Broadway Limited," which leaves Chicago at 3:30 P.M., Central Standard Time, and arrives in New York at 8:30 A.M., Eastern Standard Time. As for St. Louis connections, you may leave St. Louis on the "Spirit of St. Louis" at noon, C. S. T., and, with stops at Indianapolis and Cleveland, arrive in New York at 9 A.M., E. S. T.

By means of such trains as the "Crescent," the "Memphis Special," and the "New York-Florida Limited," the Pennsylvania makes connections with Atlanta, Memphis, New Orleans, Savannah, and Jacksonville.

Direct trains to the Fair Grounds, incidentally, will be operated by the Long Island Railroad Company from Pennsylvania Station, New York. At the cost of ten cents, the fast shuttle trains will make the ten-mile run in ten minutes. Inasmuch as all Pennsylvania Railroad trains from the West and South arrive at Penn Station, World's Fair visitors will merely have to step from one platform to another when reaching New York City. (Of course, buses, subways, and elevated trains will take you from any point in Manhattan to the grounds.)

If you live in New England, and Boston is your starting-point, you may reach New York in four and one-half hours on either of the New Haven's two special trains, the "Yankee Clipper," which leaves Boston at 1 P.M., or the "Merchants Limited," which leaves Boston at 5 P.M. The fare is \$10. Among the New Haven's fifteen daily Boston-to-New York trains is the "Owl," a sleeper which leaves Boston at midnight and arrives in New York early in the morning. There will also be thirty-day and one-day special round-trip excursion arrangements for those going to the Fair from New England.

The stream-lined "City of Los Angeles" (North Western-Union Pacific) and the "Super Chief" (Santa Fé) are two of the many modern trains running between Los Angeles and Chicago. Both of these cover the distance in a little over thirty-nine hours.

TWO IF BY SEA

From the Bay of Fundy to the straits of Florida, the Atlantic seaboard this summer will be washed by the wake of scores of World's Fair-bound steamers. Eastern Steamship Lines is offering a special all-expense tour from Boston to New York and back. This tour, via the fourteen-mile Cape Cod Canal, may last from three to five days, and the rate, from around \$23 up, includes round-trip transportation, stateroom accommodations, all meals, and admission to the Fair. Sailing from Portland, the S. S. Acadia will offer similar facilities to those travelling from Maine. The same

DAVID'S
Fifth Avenue



Big as America!

And made in America! By an American designer famous here and abroad. Who but David could give you a huge alligator calf bag . . . leather lined with Captive Billfold and 8 compartments . . . at a price that's less than half what it ought to be! Size 12½ x 9½.

15.50

125 fifth avenue, new york

and at the following selected stores (or you may order direct from us)

Boston • R. H. Stearns Co.
Baltimore • Hochschild, Kohn & Co.
Dallas • A. Harris & Co.
Davenport, Iowa • M. L. Parker
Houston • Levy Bros.
Indianapolis • H. P. Wasson Co.
Los Angeles • Coulter Dry Goods Co.
Oakland, Calif. • H. C. Capwell Co.
Pittsburgh • Kaufmann's
London, Eng. • Selfridge's

Write now
to Vogue's
Camp Bureau
for up-to-the-minute
facts about fine
camps throughout
the country!

Vogue's Camp Bureau
420 Lexington Avenue
New York City

This year the bride wears
a twist of fine
Marvella
PEARLS
a very petite one for
herself... and a twist
of slightly larger size
for her bridesmaids.

Marvella SIMULATED
PEARL TWIST \$5.00 to \$20.00
Marvella CULTURED
PEARL TWIST \$30.00 to \$200.00

AT THE BETTER
STORES

WEINREICH BROS. CO., FIFTH AVENUE, NEW YORK, N. Y.

A NEW

Double-Purpose**CREAM
DEODORANT**

stops perspiration | also deodorizes

At last!a pure, scientific
cream that does both.Tested and approved by
American Institute of Laundering as *harmless to fabrics*. You will be ever so
fresh and safe with DRI-DEW.WILL NOT DRY UP IN JAR
safe • sure • long lasting
not greasy • non-irritating
instantly effective • odorless**Dri-Dew** (cream) 10c, 29c
Instant Dew (liquid) 10c, 25c, 50cSend for free booklet, "Your Key to
Personal Loveliness," to Pearson
Pharmaceutical Co., V-5, 9 Rockefeller
Plaza, New York, N. Y.**dri-dew****STOPS PERSPIRATION**
stops perspiration odor**LOVELY MAKE-UP***always*

The new POWD'R-BASE stick

Holds powder and make-up on
until removed. No nose shine;
non-greasy; waterproof. Achieves
a velvety, flattering complexion.Rachelle — Brunette — Suntan
Flesh, and three Rouge shades.
50c and \$1.**POWDER-BASE**
hampden

251 Fifth Avenue, New York

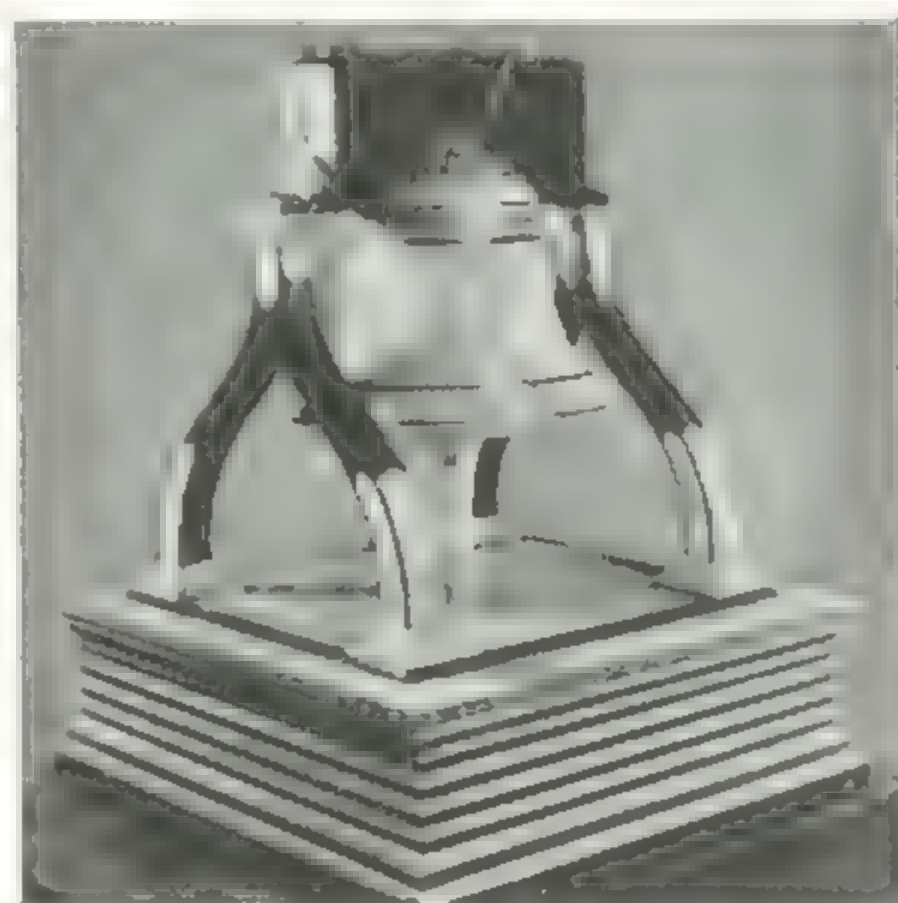
HOW TO GET TO THE FAIRline is also scheduling an all-expense
tour to the Fair from Norfolk, Virginia.
By sailing on the *George Washington*
or *Robert E. Lee*, on any Wednesday or
Saturday, you may take a five-day trip
to the Fair, at the cost of \$37.If you live farther South and
want to reach the Fair by sea, you may
take a two-day-three-night trip from
Savannah on the Savannah Line (\$27
one way; \$47 round-trip); or you may
travel on the Clyde Mallory Lines from
Miami, Jacksonville, or Charleston.
Also, if you start from the Middle West
and desire a steamship trip, the various
lines on the Great Lakes are providing
special World's Fair excursions along
the route from Chicago to Buffalo.**THREE IF BY AIR**Planning the most extensive and
ambitious flying schedule in aviation's
history, all the nation's airlines and
air traffic lanes will point this summer
to New York City and the World's
Fair. The completion of North Beach
Airport, and the inauguration of air
service to and from New York's newest
air terminal, will add immeasurably to
the advantages of air travel to the Fair.
When the buildings and runways at
North Beach are completed this summer,
the Queens air base, only a short
distance from the Fair, will be the largest
and finest in the country. Among the
lines providing direct service to the
Fair are Eastern Air Lines, American
Airlines, United Air Lines, and T. W. A.American Airlines' fleet of forty-five
flagships will be augmented with
ten additional Douglas Clubplanes, to
be placed in immediate service for the
extra World's Fair flights. On the Chicago-New York route, American offers
three varied flights: the non-stop service
which covers the distance in three hours
and fifty-five minutes; the Capitol route
via Cincinnati and Washington; and the
scenic Niagara route via Detroit, Niagara
Falls, and Buffalo. On the transcontinental
service, you have the choice of American's
overnight Los Angeles-New York flights
via Dallas, Memphis, Nashville, and Washington,
or the same service via Fort Worth, St. Louis,
and Chicago (at Chicago you board either
the non-stop "Eagle" or the "Arrow").Covering such large cities as
Chicago, Cleveland, Denver, Salt Lake
City, Los Angeles, San Francisco, and
Seattle, United Air Lines will operatefor World's Fair passengers a fleet of
thirty-five twin-engine, two-hundred-
miles-per-hour, Mainliner Douglas
'planes (plus seventeen ten-passenger
Boeing planes for fast inter-state service).
The flying time from the West
Coast, at present a little over sixteen
hours, will be cut down by an hour
during the summer. Three- to seven-day
all-expense package tours from any
point on the United Air Lines route to
the New York Fair have already been
inaugurated. These "package tours" include
airplane tickets, taxi fares, hotel,
transportation to and from the Fair,
tickets to the Fair, sightseeing tours,
and other expenses. The same line also
offers, by means of its coast-to-coast
circle tour, a trip from Los Angeles to
the Golden Gate Exposition at no extra
charge. The regular transcontinental
fare is about \$150; roundtrip \$270.Increasing its running expenses
by over \$1,000,000, Transcontinental &
Western Air, Inc., will undertake this
summer the largest flying program it
ever attempted to operate, bringing its
total flying load to nearly sixteen million
seat miles a month. The new
schedules call for an "air commuter service"
between New York and Chicago
(fourteen daily flights) and three daily
flights originating at San Francisco.
Among the latter, the "Sky Chief" will
take you from coast to coast on the
shortest run on any line, and the
"Grand Canyon," one hour slower, will
take you one hundred miles over the
canyon. T. W. A. has arranged a new
sleeper system, similar to set-off sleepers
on railroads, at Kansas City and
Chicago, where passengers aboard sleeper
planes will be allowed to remain in
their berths until the take-off of through
'planes for New York.Eastern Air Lines' newest feature
is the international service to
Brownsville, Texas. This service enables
passengers to enplane via Pan-American
Airways at Mexico City shortly after
noon and arrive via Eastern Air Lines
at New York City at eight o'clock the
following morning, with only one
change of 'plane (at Brownsville).The United States may still be
enormous, may still be over three million
square miles in area, but, this summer
especially, through the time-saving,
money-saving achievements of the
transportation companies it has shrunk
and shrunk. It is really just around the
corner from Flushing Meadows.*This
Glamour
CAN BE YOURS**Bette Davis as she appears in a scene from
the epochal drama, "Juarez," produced
in regal splendor by Warner Bros.***WHEN** Costume Jewelry as lovely
as this is inspired by a motion picture,
we say let there be more pictures like
"Juarez."Here in stone and metal is enshrined
one of the most beautiful love stories of
all time—the tragic romance of the Emperor
Maximilian and his lovely Habsburg bride.
The adaptations, authorized, authentic,
and exclusive, by**Ricarde OF HOLLYWOOD**conform perfectly to today's vogue
for heirloom jewelry. See now at
your favorite shop these memorable*"Creations by Ricarde of Hollywood"*For the name of your nearest dealer, write to:
HOLLYWOOD JEWELRY PRODUCTS, INC.
6636 Hollywood Boulevard • Hollywood, California
© 1939**THE "MIRAMON"**—one of the most
beautiful examples in the jewelry world
may be had in various sizes. Each piece
made to order. Each piece may be bought separately
from \$25 to \$150.**Gleneagles Hotel****PERTHSHIRE SCOTLAND**Descriptive Literature (No. 209) and full
particulars from C. M. Turner, Associated
British and Irish Railways Inc., 9 Rockefeller
Plaza (16 West 49th Street), New York, or
Arthur Towle, Controller, LMS Hotels,
London, England.**RESTAURANT AND SLEEPING CAR EXPRESSES FROM LONDON**



YOUR THRILLING

Gift OF TODAY AND TOMORROW

Your gift of Mikimoto cultured pearls will always be a source of pride and pleasure . . . Perfectly symmetrical, their exquisite lustre enhances feminine charm. . . Grown in the living oyster. Necklaces, rings, bracelets, single pearls mounted to meet your desires. Prices to suit every purse. At leading jewelers.



See the Liberty Bell, made with 11,600 Mikimoto pearls and 366 diamonds, Mikimoto Exhibit at the New York World's Fair.



MIKIMOTO
Cultivated
PEARLS
"THE GEMS OF THE OCEAN"
New York Chicago San Francisco

HOW TO BE AS FRESH AS GREEN PAINT



EITHER you're going to take the World's Fair seriously—tramp body-wearying miles, strain at the buildings and murals and really see the place, regardless of racked backs and aching eyes, or else you're going to play peek-a-boo and avoid everything that is tiring. Avoid everything, in other words, and balk like a stubborn child being dragged through the chateau country. If you follow the latter course, you're going to feel some foolish when you get home. All the eager questions of friends are going to be apologetically answered with, "No, I didn't actually see that...you've no idea how exhausting..." Frankly, you might just as well have had a suite in a skyscraper and viewed the Tylon and Persisphere through a pair of opera-glasses.

But there is a third alternative for the alert, intellectually inquisitive souls who are really going to risk exhaustion and grime. Here are a few tips that may help you ease fatigue, and keep you fresh all through the intense and vivid days. And here, too, are a few tips on recuperation, for those of you who overestimate your own endurance.

Freshness, of course, is the object of the game. To look fresh, to know what fresh-making things to carry with you, to take pre-excursion precautions, and to know how to dress. And these days at the Fair are going to be quite a special problem. You'll walk unconscious miles. You'll stand at length. You'll accumulate your peek of dirt. You'll perspire. And all these things must be combated before you start out.

Undoubtedly you'll start with a bath. Take the cleanest one you know how. Elizabeth Arden makes a good firm bath mitt that will make you feel as clean as if you had been sand-blown. Also, this is no time for heavy, opulent bath essences. Something light and astringent, like Kathleen Mary Quinlan's Pine. Or perhaps you prefer a scented rub-down? Then start with the roughest, toughest friction you can give yourself before you slather on a good, sharply fragrant scent, such as, for instance, Lenthéric's "Bouquet À Bientôt." Fair days are, of

course, the time to be doubly persnickety about deodorants, depilatories, and non-perspirants. Incidentally, if you use a cream deodorant, a good trick is to cover the cream with a dousing of body sachet. This has a texture like dusting-powder, but is much more strongly scented. Germaine Monteil makes an excellent one, with a nice lingerie-kind of fragrance.



In plotting an onslaught against these de-glamourizing days, you'll think of lots of little tricks of your own. Such as perfume in your hatband, a fragrant friction for your hair.

Coty, incidentally, makes a grand Perfumed Hair Lotion (the which reminds us, do be sure to see the Coty exhibit at the Fair). Then, don't overlook the merits of an occasional air-bath. An air-bath is a sun-bath in the privacy of your own bedroom with all the windows wide open. Really a thorough airing of your body. And sacrifice everything to the comfort of your feet. Exercise them, massage them, cream and powder them as tenderly as you would your face. A good hand cream, such as Barbara Bates' Hand Beauty Cream, will keep them cool and soft. Incidentally, as a "they-work-while-you-play" item, Lord and Taylor has some Kreme Skin gloves. These are very handsome (you'll wear them everywhere), and all the time your hands are being protected and coaxed to a softer loveliness by the treated kid.

Now to be even more concrete...Elizabeth Arden has worked out a World's Fair Face. You trot into the salon at 691 Fifth Avenue at nine in the morning, and she fixes you up on a permanent basis that will last you all day. The secret is a new foundation film. Your eyes are rid of sleep, your skin smooth and protected, and your make-up especially planned for the bright light of day.

For pure relaxation, for unwinding nervous tension, we are passionately addicted to hand and arm massage. Peggy Sage, 50 East Fifty-Seventh Street, has just presented her new treatment. The muscles of the hand and forearm are authoritatively manipulated till your hands feel as if they were smothered in clouds. Then, they get a mask! And why should they be treated with less gentleness than your face?

**GYPSY
FLAIR**



An airy vagabond of a shoe with bold spiraling bands that swirl about your foot with gypsy abandon. Dainty, delightfully soft; yet so spirited underfoot . . . thanks to the magic Foot Delight cushion, glorious secret of lively feet that never tire. Bancroft Walker Company, Waltham, Mass.

Foot Delight
SHOES

Venus
REG. U.S. PAT. OFF.
VERTA-BACK

VB Stout?

Stretch where desired and control where required. Front Talon closure for smart, effortless dressing. Write Jane Jackson for free figure analysis.

VENUS FOUNDATIONS, INC.
NEW YORK • CHICAGO • SAN FRANCISCO

how much **\$1** can do...

HELP US TELL THE PUBLIC THAT

CANCER

CAN BE CURED

but treatments must be
started in time . . .

Large gifts are needed by the New York City Cancer Committee. But if you can spare only \$1, bring it today or mail it to the Red Door, 130 East 66th Street, N. Y. You will receive:

1. A year's subscription to the Committee's new publication of information about cancer research and treatment, "The Quarterly Review."
2. A supply of labels for your packages.

The remainder of your \$1 will be spent for the information service, distribution of free pamphlets, lectures, exhibits, publicity, etc.



N. Y. C. CANCER COMMITTEE
of the American Society for the Control of Cancer, 130 East 66th Street, N. Y.
I enclose \$1 for the purposes specified in your announcement.

Name _____

Address _____

If not a resident of New York City, write for information to the American Society for the Control of Cancer, 1250 Sixth Avenue, New York

First Rule FOR A REAL PLANTERS' PUNCH

**"THE RUM
MUST BE
MYERS'S!"**

AUTHENTIC RECIPE

1 Dessertspoon Sugar.
2 Dessertspoons Fresh
Lemon Juice.
3 Tablespoons Cold Water.
4 Tablespoons MYERS'S
JAMAICA RUM.

Add dash of Bitters. Shake
well. Serve very cold in
tall glass with cracked ice.
Add thin slice of Lemon
and Orange. Stick of Pine-
apple and a Cherry.

MYERS'S RUM
"PLANTERS' PUNCH" BRAND
100% FINE OLD JAMAICA
ALL 8 YEARS OLD. 97 PROOF

FREE: Write for collection
of over 80 delicious rum
drink recipes to R. U. Dela-
penha & Co., Inc., Agents
in the U. S. A., Dept. J5,
57 Laight St., New York.



How to order Vogue Patterns by mail

Vogue Patterns may be ordered
by mail from any of their distrib-
utors; or from Vogue Pattern
Service, Greenwich, Conn., and,
in Canada, at 21 Dundas Square,
Toronto, Ontario.

Please state the full pattern
number. When ordering skirts
give both waist and hip measure.
When ordering misses' or chil-
dren's designs, state age.

Vogue does not make provision
for charge accounts or C. O. D.
delivery. Please enclose cheque,
money order or stamps. Remit-
tances should be made out to the
store or office from which you
order.

Prices of Vogue Patterns

255	2.00
258	2.00
259	2.00
260	2.00
S-4091	1.00
S-4143	1.00
S-4144	1.00
7972	.40
7988	.40
8178	.40
8239	.40
8286	.75
8323	.75
8360	.60
8371	.50
8379	.60
8383	.30
8386	.75
8389	.50
8391	.50
8394	.50
8395	.50
8398	.75

HOW TO BE AS FRESH AS GREEN PAINT

Of course, you are manicured during
the treatment and, while the mask is
setting, you can amuse yourself by pick-
ing a polish colour. For some reason,
hand and arm massage does leave you
feeling curiously like a Beautiful Rus-
sian Spy.

And speaking of hands, we come
back to feet. Those are the extremities
that really pay the piper. First, need
we tell you to sacrifice everything to
ease and fit in your shoe? Do insist on
soft, flexible leather and firm construc-
tion to uphold and support your foot.
Try to avoid open toes, as gravel walks
intrude too easily and bruise the tender,
vulnerable skin. Try cushioned soles,
wedge soles, and do have a shoe with a
firm broad heel base. You'll find more
specific suggestions for World's Fair
shoes on pages 130 and 131.

But, back to the uncovered foot
...Zelda Radow of the Salon of Body
Sculpture at Bonwit Teller has treat-
ments especially for weary feet. Al-
ready, it seems, impatient explorers
who have given the Fair a preview
whirl, have come in vanquished and de-
flated to be revived and to have their
aches and pains removed. They will un-
tie the knottiest muscles and teach you
how to avoid pedal pitfalls. Miss Ra-
dow's special treatments are mostly
based on raising up circulation and re-
leasing tenseness. It's a perfectly de-
licious experience and makes you feel
like an Oriental houri.

Because you will be putting un-
due strain on yourself—you'll likely
get your back tied up into some fine, in-
soluble knots. And, from eager scan-
ning of vistas and sculpture, your neck
and shoulder muscles may tense up an-
noyingly; and, because you are not
coming for purely cultural purposes
("On your right is the Mona Lisa"),
you'll undoubtedly Stay Up Too Late.
We suggest that you combat these
vitality-sappers with a soothing, relax-
ing massage. Margaret Deuster, at 160
East Forty-Eighth Street, has a fine,
quieting, and magnetic pair of hands.
She believes in gentle, firm massage, just
deep enough to bring up the circula-
tion, to carry away waste accumulation.
She also has an infra-red ray machine,
which you may find helpful, and the
Wise Fair-Goer will finish up with a
half-hour dead-out snooze in one of
Miss Deuster's quiet treatment rooms.



Without bursting the
buttons of your hand-bag,
there are a few fresh-making
items that will restore your
morale when it begins to
sag. Do take a small flacon
of clean-scented toilet-water
or eau de Cologne—or a
Daubette, such as the one Bourjois has.
A touch of fresh scent at the back of
your neck, or the base of your throat
is unexpectedly refreshing. Kleenex
makes those little lipstick tissues that
give you a chance really to clean off
all the surplus lipstick before you
start over—and your laundress will
thank you kindly for not wiping off
on your handkerchief. And, for a
completely compact compact, see the
small miracle of Helena Rubinstein on
page 110.

For spiritual uplift, why not try
out your new pastel make-up? It does
look so dewy and fresh and rosy—and
do remember to tie in your nail polish.
Dripping red nails, no matter how
glossy and *soignée* look definitely
wrong, if you've gone pastel.

As for hair, Fred the Hair
Stylist, at 18 East Forty-Ninth Street,
has worked out a double entendre
hair-do that will carry you sleekly
through the Fair and glamorously
through the night. The neat perman-
ence of this coiffure is partly due to the
thorough brushing you get before it
is washed and partly to the way the
curls are set. As you may know, while
a curl can become a wave, a wave can
never become a curl. Mr. Fred will
show you how to get the utmost even-
ing glamour out of your cleanly
sculptured morning coiffure.

We need not tell you the bene-
fits of drinking lots of water, of eating
ash-forming foods (raw fruits and veg-
etables), and of keeping your little in-
sides functioning properly. Out-of-town-
ers are sometimes apt to get com-
plicated from the change of water
and diet—and nothing makes you feel
drearier, heavier, or more un-fresh than
being complicated.

So off with you now—clean as a
whistle, with all precautions taken, and
a few artful tricks added, free at last
to forget yourself completely in the
superbly absorbing panorama of To-
morrow's World. With, we hope, your
World's Fair Vogue under your arm.



*Who's afraid
of S.S.?*

Not me! S.S. is my own expression
for "suffocating skin". But I know I'd
be as terrified of S.S. and a leathery
complexion as my friends, if I hadn't
let the Dermetics Dealer demonstrate
how Dermetics Cleanser actually
"adsorbs" soil.

When the Dermetics Dealer gave me
a free Dermetics Facial, I was apa-
thetic for about 40 seconds... For it
took the lovely, bland *Hydronized
Oils in Dermetics Cleanser only 40
short seconds to flow around the tiny
particles of soot and soil and hold
them helplessly suspended until wiped
away. That's called "adsorbing", but
I called it magic. Then, when she ex-
plained that without the "adsorbing"
action of the oils, ordinary cleanser
tended to leave minute specks of
cosmetics, wax and soil to partially
clog and suffocate the skin, it all
made beautiful sense.

So for the last nine years, my Dermet-
ics Program of skin management has
been as much a part of my daily life as
making young Jim eat his cereal. I
bask in my friends' envy of my clear,
youthful skin. I purr when strangers
look at young Jim and assume I must
have been a child bride. And I let
everyone in on the secret that Der-
matics Cleanser, Dermetics Blushing
Element and Dermetics Complexion
Dress are solely responsible for my
radiant complexion.

You'd be smug too if you could banish
the fear of S.S. and the "thirties" with
Dermetics. All you have to do to get a
free Dermetics demonstration facial, is
call your nearest Dermetics Dealer,
and she'll give you one in your own
home. Or, you can visit the nearest Der-
matics Salon, and discover your poten-
tial perfections there without charge.

Consult Telephone Directory or Write

DERMETICS
COMPANY

72 Salons
in principal cities

Copyright 1939,
Dermetics Co.
*Reg. U.S. Pat. Off.

MAIN SALON, 630 5TH AVENUE
ROCKEFELLER CENTER, NEW YORK CITY

Champion **STYLE LEADER**

... Mayfair

Designed for women who prefer
a smartly styled, yet simple
belt. We offer this streamlined
Champion of soft Cape Kid, with
hand covered plaque to match,
in all the latest colors. Made
with exacting attention to details.

\$1.00
AT LEADING
STORES

Champion Belt Mfg. Co., Inc. FIFTH AVENUE, NEW YORK



A'lure
ALPHABET BRA

Do you know A'lure—the s-t-r-e-t-c-h-a-b-l-e bra? The A'lure wearer knows how completely comfortable it is—and how it holds and molds the breasts into a softly rounded, youthfully uplifted contour. A'lure is easy on tender shoulders—and feels like “a second skin”! Try one—you’ll like it, too! Designed and made for all figures by the creators of Le Gant. Write for free booklet. At Better Shops \$1.50 to \$5.

The Warner Brothers Co., 200 Madison Ave., New York
(In Canada: Parisian Corset Mfg. Co., Ltd., Quebec)
*Reg. U. S. Pat. Off.

©1939, W. B. Co.

HANDKERCHIEF OF THE MONTH*

Mayfair

Regal flowers in prim bouquets to encore the flattery of Queenly wardrobes . . . a gift for you or yours . . . New scalloped borders, pure Irish linen . . . Look for the label, at your favorite store.

50¢

Burnel New York
*Reg. U. S. Pat. Off.

DECORATOR'S DAY-BOOK.

OUT-OF-TOWN SHOPPERS' NOTES—Since most of you will want to take time out from the wonders of the World's Fair for a little intensive shopping, here is a small list of not-to-be-missed shops that harbour unusual decorative accessories.

The antique shops of Third Avenue are known probably from Maine to California, and a tour up this street, from about Forty-Seventh Street, will make several fine field-days for collectors. And a side trip to Second Avenue will make another. Not so well known, even by New Yorkers, is the little corner known as Ardlea Court, tucked under the Elevated on Third Avenue at Fifty-First Street. This contains fourteen little shops devoted to antiques, and even stamps; behind the small-paned bow-windows are hordes of things, all moderately priced in keeping with its quiet, Shepherd's Market atmosphere.

You can find anything, from a cast-iron Victorian hat-rack to pairs of Venetian chairs; much early American glass and china; and even smartly simple modern lamp-shades, made on the premises; and those appliquéd felt hearth rugs we have been telling you about. Pairs of vases for lamps and odd, decorative saucers for ash-trays find their way into this corner, and innumerable old prints and paintings, framed and unframed. These shops are rather fuller than those on Madison Avenue, so you will have to rummage and select, which is part of the fun. As some of the shopkeepers are rather casual and French about their lunch hour, the best time to shop is in the morning and after two o'clock. But since old Wedgwood dessert services (or parts of them) and crystal chandeliers are often picked up for very little, it makes a better-than-most browsing-place.

Another collection of little shops on a more formal scale has just opened in the W. and J. Sloane establishment. This is right on the main floor and is called “Sloane Street,” with small-paned bow-windows like those in Ardlea Court, gaily painted in different colours, which hold selections from all the different floors at Sloane's. There is the “Dower House,” with antiques from abroad, “The Loom” and “The Spindle,” which have rugs and fabrics

respectively. Five more shops contain furniture, chandeliers and crystal, bar gadgets, bath accessories, and ideas for closets. Joining this, in perfect architectural harmony, is Sloane's familiar “House of Years,” all done up with new ideas and arrangements. Note the new and beautiful twilled silk on the Victorian sofa in the living-room—a Sloane novelty; and the poker-table that looks, innocently enough, like an ordinary drum-table.

A little farther up Fifth Avenue, in the International Building, is the new Pedac—House of Homes—show; this time including a couple of complete houses—one, a two-story modern; one “Petite Maison,” a modernized setting for French Provincial furniture. Between them, these two houses have cornered most of the new ideas in decoration, but other exhibits here cover everything from wall-paper to household appliances. This show is really a World's Fair of decoration and architecture in itself, and you shouldn't miss the little gallery on the second floor, with David Payne's vivid paintings of interiors; or the Aubusson panels of Helen Ford Slauson near-by.

The Charleston rooms at Altman's are well worth seeing for their classic, liveable quality; and Lord and Taylor are always up to something new in the series of rooms on their furniture floor. Macy's, too, gives you a choice of well-planned rooms, either modern or traditional, and, of course, the Corner Shop is bursting with antiques.

Some very special shops are found on the side streets off Madison Avenue—Orlik's, with its fine imported crystal and china; Pitt Petri's, with modern glass and a new idea each week. On Forty-Eighth Street, quietly near Park Avenue, is Gerard, with some wonderful new mirrors by Livio Smilari, with green glass ribbons and glass flowers. And up on Sixty-First Street is the sleek new shop of Earnshaw, Inc. Here, arranged on long, modern counters, are the fine, simple glass vases, frames, waste-baskets (a specialty), and nests of tables, all done with a modern touch, and set off with an occasional antique piece.

EVERETT GRAY LINSLEY



TURF-TROTTER

On your arm, over your shoulder—and away! An adjustable strap is only one reason why this is the bag to smarten up Spring outfits. Deep as a well, with snug inside pocket and silk lining—and the clever postman flap un-zips to reveal a 7-inch mirror.

“Lizagator grain leather” in white, navy, black, amber, red, cranberry, toast. Also black Patent and black or navy Calf.

\$5
at better stores everywhere

GLOBE-TROTTER
Manufactured by M. M. & F., 159 Madison Avenue, New York, N. Y.

-and Tomorrow the Mediterranean

It gleams from bronzed shoulders, shimmers on the open-air pools and decks. Even in early Spring... even before you reach the blue, luminous Mediterranean... every day is "beach" day on a Lido liner!

Pleasant shipmates share the sunny outdoor play, the worldly entertainment. Throughout your voyage you live splendidly...dine sumptuously...enjoy Lido's incomparable stewardship...when you cross to Europe on the mild Southern Route.

Choose the Rex or gyro-stabilized Contedi Savoia for speed... or, for a more leisurely crossing, select the Roma, Saturnia or Vulcania. Consult your TRAVEL AGENT or Italian Line, 624 Fifth Ave., New York. Offices in Philadelphia, Boston, Cleveland, Chicago, Los Angeles, San Francisco, New Orleans, Montreal, Toronto.

Italian Line



DINE AT THE ITALIAN LINE RESTAURANT
NEW YORK WORLD'S FAIR



• WITNESSED STATEMENT SERIES:

An Authority

ON TOBACCO QUALITY

Joe Cuthrell, auctioneer, says: "Tobacco's getting better, and Luckies always buy the finest. I've smoked them 6 years." Sworn records show that among independent tobacco experts—auctioneers, warehousemen and buyers—Luckies have twice as many exclusive smokers as have all other cigarettes combined.



Easy on Your Throat—
Because **"IT'S TOASTED"**

Have you tried a **LUCKY** lately?

LUCKIES ARE BETTER THAN EVER. They are better than ever because new methods developed by the United States Government and the States have helped farmers grow finer tobacco in the last few years. And, as independent experts like

Joe Cuthrell point out, Luckies have always bought the cream of the crop. Aged and mellowed from 2 to 4 years, these finer tobaccos are in Luckies today. Have you tried a Lucky lately? Try them for a week and then you'll know why...

WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1